

SAGNY Life

FEBRUARY

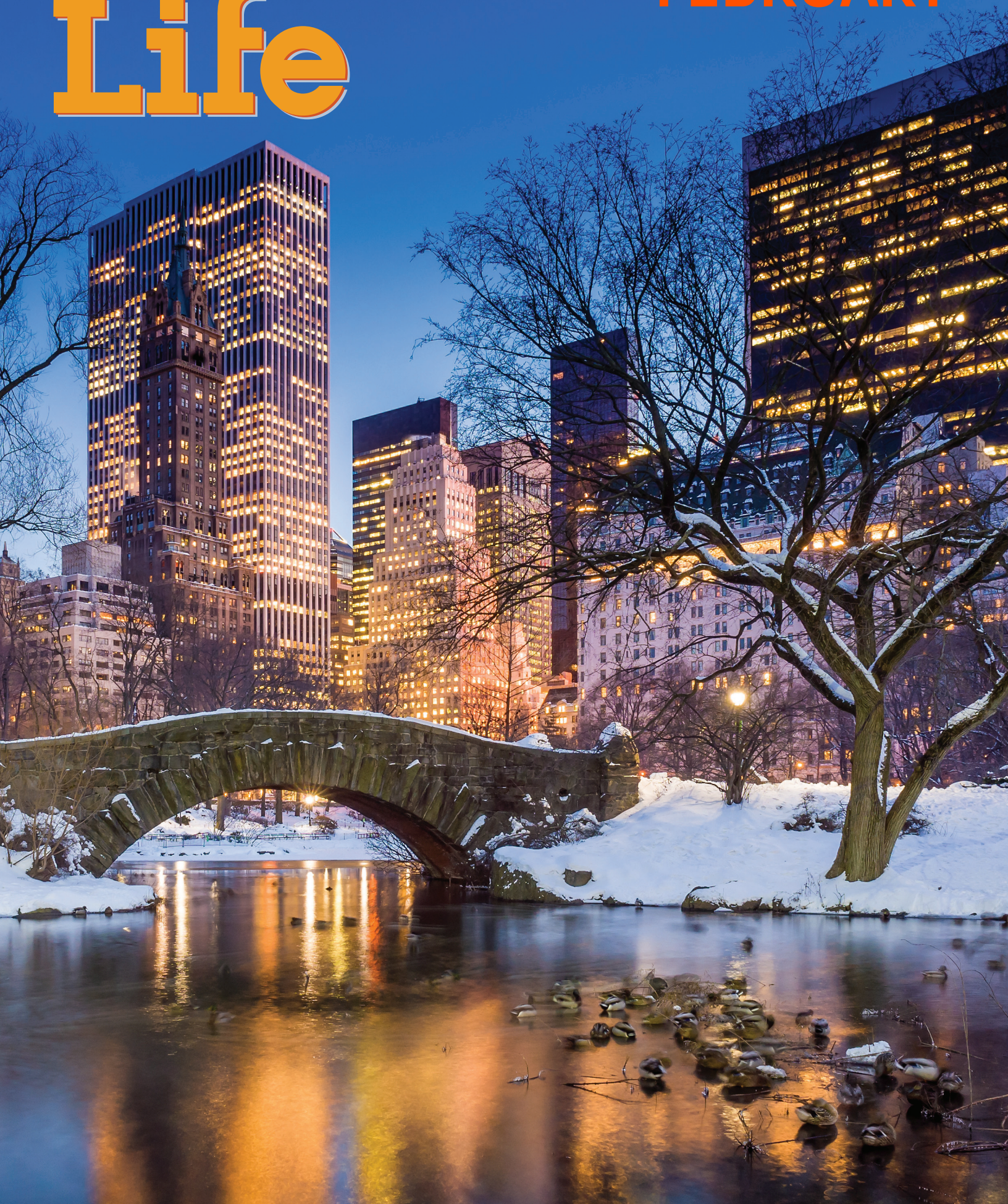


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CONTACT INFORMATION

SAAGNY

80 Theodore Fremd Avenue
Rye, NY 10580
Phone: (914) 848-7369
Fax: (914) 365-2541

Donna-Jean Plante
Executive Director
Donna-jean@saagny.org

2018 SAAGNY Board Of Directors



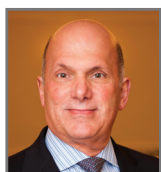
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From The Desk Of Saagny President John R.B. Cudahy



On behalf of the SAAGNY Board of Directors, I would like to thank you for your continued membership with SAAGNY. With the holidays behind us and the annual migration to Orlando and Las Vegas just around the corner, I am looking forward to a fantastic 2018.

We kick off our events this year with our annual Winter Show in Suffern, NY on Thursday, February 1. For the 5th year in a row, we have sold out the show!! For those that came early, we had a Meet N' Greet on the night before (Wednesday, January 31) at the Koi Lounge in the Crowne Plaza. We provided the appetizers and there will be a cash bar. It was a terrific evening!

In addition to the Winter Show, we have a full calendar of events for 2018. From trades shows to educational events to team building events to social events, we have something for everyone. Here's what we have planned for the first quarter:

- Thursday, February 22, Professional Development Webinar with Jim Ristuccia, A+ Wine Designs, Synergy, Strategy, Success & Teamwork: *Developing a Successful Distributor-Supplier Relationship*
- Wednesday, February 28, SAAGNY Bowling Bash, Bowlero Wallington Lanes, Wallington, NJ
- Thursday, March 22, Professional Development Webinar with Ron Baron, Ad-A-Day, *You Can Sell at Higher Prices Than Your Competition.....Finally!*
- Thursday, March 22, SAAGNY Goes to Barclay Center for the Islander vs. Lightning Game – *private viewing area, food and beer included in ticket price!*

I hope to see you at these events throughout the year. For a full listing of events, please visit www.saagny.org or contact the SAAGNY office.

Again, thank you for your continued support and membership.

Sincerely,

John R. B. Cudahy, CAS
SAAGNY President

From the Executive Director



Welcome to 2018!

The Promotional Products Industry has kicked off 2018 – fast and furious – shows in Orlando and Las Vegas have kept everyone busy in January, leading up to our Winter Show – Thursday, February 1, 2018 at the Crowne Plaza, Suffern, NY.

SAAGNY has planned many exciting events in the tri-state area throughout 2018, all of the events can be viewed at our website saagny.org. From Promotional Buzz to Meet N'Greets, Hockey to Baseball, Wine Tasting to Bowling, there is something for everyone. I hope to see you at one or more of these events!

Make 2018 your year to Get Educated! Get Certified! – **SAAGNY** hosts monthly webinars that will earn you credit towards your CAS or MAS. The Certified Advertising Specialist (CAS) certification is the industry standard for 50+ years—it's the professional designation of the promotional products industry. Individuals who hold their CAS, MAS and MAS+ Certifications are seen as industry leaders—those who have attained a higher standard of professionalism, knowledge and experience.

At the Chairman's Leadership Dinner held in Las Vegas, **SAAGNY** Past President Bill Lazarus, was presented with the PPAI Distinguished Service Award. The award recognizes PPAI members who consistently contribute their skills and expertise toward the betterment of the Association through volunteer service and leadership. Congrats and Well-Deserved Bill !

Please make sure to visit the **SAAGNY** website today for the most up-to-date industry news, photos, social media links, and much more!

Make sure you login to your profile and update your contact information so fellow **SAAGNY** members can find you in our online membership directory which is exclusively for **SAAGNY** members.

Any questions – do not hesitate to reach out!

Best,

Donna-Jean

SAAGNY Social Media Information

SAAGNY

Let's Be Friends! On Social Media



#NEWJOURNALS



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LEEMAN[™]
NEW YORK

Please contact your Prime Regional Sales Manager for more information:

Jon Granek
Regional Sales Manager
jgranek@jetlinepromo.com
Cell: 845.304.5888

Madison Mastro
Mid-Atlantic Regional Sales Manager
mmastro@primeline.com
Cell: 724.972.1351



Upcoming Events



Wednesday, February 28

SAAGNY Bowling Bash, 6:00 p.m. at Bowlero, 299 Paterson Avenue, Wallington, NJ

Thursday, March 22

SAAGNY Ice Hockey Classic – Islanders vs. Tampa Bay Lightning, 7:00 p.m. at Barclays Center, 620 Atlantic Ave, Brooklyn, NY

Tuesday, April 10

SAAGNY Goes Golfing – Indoors, 5:00 p.m. at Topgolf, 1013 U.S. Route 1, Edison, NJ

Wednesday, April 25

SAAGNY Wine Tasting in CT, 6:00 p.m. at Total Wines & More, 380 Main Ave, Norwalk, CT

Tuesday, May 22

SAAGNY Summer Showcase, Show opens at 10:30 a.m. at Metropolitan Pavilion, 125 West 18th Street, NY

Monday, June 11

Lenore Goldberg Memorial Golf Outing, 12:00 p.m. at Ballamoer Country Club, Egg Harbor Township, NJ

Wednesday, June 13

SAAGNY Member Breakfast at Expo East, 8:30 a.m. at Sheraton Hotel, Atlantic City, NJ

Thursday, June 21

SAAGNY Craft Beer Tasting, 6:00 p.m. at Total Wines & More, 1001 Main St, River Edge, NJ

Tuesday, August 7

SAAGNY is Going to Citi Field, NY Mets vs. Reds at 7:10 p.m., Citi Field, Flushing, NY

Wednesday, September 26

SAAGNY Fall Showcase, Show opens at 10:30 a.m. at Teaneck Marriott at Glenpointe, Teaneck, NJ

Thursday, October 11

SAAGNY Wine Tasting Social, 6:00 p.m. at 1742 Wine Bar, 1742 Second Ave, NY

Wednesday, December 12

SAAGNY Holiday Party and Awards Celebration, 6:00 p.m. at Glen Island Harbour Club, New Rochelle, NY

Register at saagny.org !

Turn on the Power



With our award winning multi-channel website solution **eWiz**

In a multi-device, multi-platform world, your customers are accessing information from anywhere and doing commerce on the go. If your business is not plugged into this changing behavior and does not have a multi-channel strategy that keeps pace, you could be losing customers and market share. Worse, you could be spending money in the wrong channels that just won't deliver.

eWiz delivers all the power, convenience, economy and personalization you need to boost your business. It's a true force multiplier for your business. Raise the game without raising the cost!

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Book your FREE consultation, demo and connect to the future.



Shantanu Kamat
Vice President Sales

☎ **443 541 3135**

✉ shantanu@artworks services usa.com

Varshal Thakor
President

☎ **443 798 1790**

✉ varshal@artworks services usa.com

www.artworks services usa.com

Upcoming Webinars



SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

Get Educated ! Get Certified !
Earn your TAS, CAS, and/or MAS in 2018 !

Thursday, February 22

Jim Ristuccia, A+ Wine Designs - ***Synergy, Strategy, Success & Teamwork: Developing a Successful Distributor-Supplier Relationship*** 5:30 p.m. EST [Register here](#)

Thursday, March 22

Ron Baron, Ad-A-Day - ***You Can Sell at Prices Higher than Your Competition !*** 8:30 a.m. EST
[Register here](#)

Thursday, April 26

Roni Wright, The Book Company - ***Calm the Mind and Find the Power Within to Thrive*** - 12:30 p.m. EST
[Register Here](#)

Thursday, May 24

Randi Busse, Customer Service and Retention Expert- ***Turning Rants into Raves: Turn Your Customers On Before They Turn On YOU!*** 8:30 a.m. EST [Register Here](#)

Thursday, June 28

Ed Gulbenkian, Gulbenkian Swim - ***How to sell SWIM - There Is Money in the Water*** 5:30 p.m. EST
[Register Here](#)

Thursday, July 26

Joel Schaffer, Soundline - ***Holiday Sales & Marketing - How to Make Money in Q4 !*** 5:30 p.m. EST
[Register Here](#)

Thursday, August 23

Dylan Sullivan, Insane Apparel - ***Weighing the Pros and Cons of Screen Printing, Embroidery, Direct to Garment, and Heat Transfers*** 12:30 p.m. EST [Register Here](#)

Thursday, September 27

Brad Bartlett, OPTIgraphics- ***Direct Mail is Not Dead, but The Rules Have Changed*** 12:30 p.m. EST
[Register Here](#)

Thursday, October 25

Don Sanders, ***Learn How to Sell Five Orders a Day*** 8:30 a.m. EST [Register Here](#)

Thursday, November 29

Cathy Cain-Blank, CC Marketing Communications, ***How to Create Email Content That Drives New Business*** 8:30 a.m. EST [Register Here](#)

More information on getting your certification,
[click here!](#)



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J. America brings you a unique textured look with their omega stretch terry collection.

Available in a number of mens and womens styles.



S&S Activewear is a national wholesaler of imprintable apparel, outerwear, bags and hats. Shipping from the West Coast, Midwest, and East Coast - our five fully-stocked distribution centers, get product to you fast and accurately. Choose from thousands of styles that are the perfect blank canvas for your logo or message. We will be opening a new distribution center in Atlanta, GA in Spring 2018.

www.ssactivewear.com



SAAGNY Members on the Move

PRIME LINE'S VP OF SALES PAULA SHULMAN STEPPING DOWN WILL CONTINUE IN CONSULTING ROLE

Prime Line® announced on December 20 that Paula Shulman will step away from her role as Vice President of Sales at the end of the year and continue with the company as a consultant.

"It's been a difficult decision for me but one that is right at this time. With the merger of alphabroder behind us, now is the right time to transition," said Shulman. I know that my team is in great hands with our sales leadership and I feel confident that the company and employees will continue to prosper now that we are with alphabroder.



"Jeff (Lederer) and I have had ongoing conversations over the last six months about my long-term plan and he has been very supportive throughout this process," adds Shulman. Beginning January 1, Shulman's consulting role will primarily involve trade shows, sales transition, attending industry events, new product development and continuing to serve on industry boards.

"Paula has been a consistent face of our company for the last 35 years and is much loved and respected in the industry," said Jeff Lederer, President of Prime Line®. "She has contributed in so many ways to help build Prime into what it is today. Paula is and will always be a cherished member of Prime and the Lederer families."

In an email to colleagues announcing her transition, Shulman wrote: "I am incredibly proud to have been a part of the growth and success of Prime throughout all these years. I have been able to work with so many amazing people as well. I look forward to what the future holds for me, and remain committed to supporting all of you and Prime in this process."

In 1982, Shulman was one of the first executive managers hired by Prime Line®. She rose up the ranks at Prime, holding the positions of Customer Service Manager, Director of Marketing, and National Sales Manager before ascending to Vice President of Sales in 2007.

In 2008, Shulman received ASI's Supplier Woman of Distinction award. From 2011-12, she was President of SAAGNY. She was named several times to Counselor Magazine's "Power 50" list of industry influencers, was a board trustee for the Promotional Products Education Foundation (PPEF) and is currently President of Premier Group.

Earlier this month, Prime Line® merged with alphabroder. A founding member of the Quality Certification Alliance (QCA), Prime has been a leading promotional products industry supplier since 1980 and is headquartered in Bridgeport, Connecticut. For more information about Prime Line®, visit primeline.com. For more information about Jetline, visit jetlinepromo.com.

SAAGNY Members on the Move

About alphabroder: Founded in 1919, alphabroder is North America's largest distributor of trade, private label and retail apparel brands and merchandise to the promotional products marketplace. alphabroder offers more than 40 brands including a broad selection of retail and trade brands such as Under Armour, Bella+Canvas, Next Level, Threadfast, Adidas, Columbia, Marmot, Gildan, Fruit of the Loom, Hanes and many others as well as sourcing its own Private Brands. For more information about alphabroder, please visit alphabroder.com.

BEACON PROMOTIONS ANNOUNCES CHANGES TO INSIDES SALES TEAM

Beacon Promotions, Inc. is making changes to their insides sales team. These changes are being done to provide additional selling support to our distributors.

Cami Larson and JoAnn Sprenger – National Associate Account Executives. Their focus is on sales growth through outreach and support to our key accounts and buying groups.

Cami joined Beacon in 2008 as an Inside Sales Representative, bringing 14 years of prior promotional products experience. The past 5 years she has been part of the Customer Care Department, servicing large national accounts. Cami is excited to return to the sales team.

JoAnn came to Beacon in 2007. She has held a number of positions while here, including Customer Care and Quoting Specialist. JoAnn enjoys creative selling and problem solving and she says her new role feels like a natural fit.

Amy Wendinger– Buying Group Specialist. She will support our key accounts and buying groups via electronic media, samples, mailings, newsletter submissions, etc. With the variety of duties Amy has held, she will be very knowledgeable in her new position. Amy has been in promotional products for 25 years! She started at Canyon Outback Leather in 2003 working with the collegiate, special markets and promotional channels. In 2011 Beacon acquired Canyon and she became part of the Beacon team. At Beacon she worked with those same channels, but also added Corporate Gifts and purchasing to her responsibilities.

Tiffany Portner – Associate Account Executive. Her focus is on sales growth through outreach and support to our distributors for leather and Corporate Gifts. In 2009 Tiffany joined Canyon Outback Leather in order processing and customer care. In 2011 Beacon acquired Canyon and she too became part of the Beacon team. She has worked in various roles at Beacon, including order entry of leather and Corporate Gifts and then moved to the Canyon special markets.

SAAGNY Members on the Move

Andrea Konkol – Ecommerce Specialist. Andrea came to Beacon in the fall of 2012 as a seasonal and moved into a full time order entry position. From there she moved into the Ecommerce specialist position in summer of 2017. She works with distributors who have an ecommerce presence, providing images, product info, product specs and pricing. She is also responsible for Beacon's Social Media.

BEACON PROMOTIONS ANNOUNCES NEW CUSTOMER CARE REPRESENTATIVE

Mandi Smith joined the Customer Care Team at Beacon in the fall of 2017. Mandi worked as a graphic designer and retail associate at a business product company before coming to Beacon. Mandi will be handling the states of Delaware, Maryland, Michigan, Ohio, Pennsylvania, Virginia, West Virginia and Wisconsin.



Customer Care Manager, Carrie Forstner, states "Mandi's previous experience is very helpful, as she has a firm grasp of what is needed to get the orders processed efficiently. I know distributors will appreciate the level of customer care that Mandi provides."

Mandi has a blended family with four children ages 10-12 – three girls and a boy. Mandi is interested in herpetology and enjoys going to schools or public gatherings to teach people about reptiles and the invertebrates that her family has. She also enjoys kayaking, mushroom hunting, horseback riding, target shooting, photography and camping.

In 2017 HUB Promotional Group was created to bring together only the Best of Brands that are recognized as leaders in their respective categories. Each Brand has top industry ratings and has won multiple awards for service and top quality products. Based in Boston, MA, HUB Promotional Group is the corporate headquarters for the Family of Brands that provides the best promotional and marketing solutions for the promotional products industry.

TERRY TOWN STRENGTHENS MIDWEST REPRESENTATION

Terry Town frequently awarded Supplier of Towels, Blankets, Robes and related accessories, has announced the hiring of McGovern Marketing, Kurt & Kyle McGovern, to represent the company in the states of Michigan, Ohio, Indiana and Kentucky.

"Kurt and Kyle have deep experience in the states they represent and we're thrilled to now have the highest level of professional coverage in such an important region", commented Michael Del Bucchia, Vice President of Sales.

SAAGNY Members on the Move

The McGoverns complete what has become a powerful nationwide Terry Town sales force. They join Ed Maloney & Blake Dugger in the West, Scott Blankenship & Sharon Wohlleber in the Southwest, Joe Keely in the lower Midwest, Jon Wendinger in the upper Midwest, Chris Sinatra in the Central Midwest, Mark Larned & Ken Cecco in the Northeast and Bill McDonald & Doug Terry in the Southeast.

Terry Town offers the broadest color, style, and size selection of Towels, Blankets, Robes and spa/home gift items in the promotional product industry. Our unique embellishment capabilities such as or proprietary full color sublimation, award-winning screen printing along with exceptional embroidery can be found on our website at www.terrytown.com

PCNA CREATES KEY ROLE TO CONTINUE STRONG U.S. APPAREL GROWTH

Trimark, the apparel division of Polyconcept North America (PCNA), is excited to announce the promotion of Corey Cardinal from Field Sales Manager to Regional Sales Manager. This is the first Regional Sales Manager For Apparel. In her new role, Cardinal becomes the first PCNA Regional Sales Manager dedicated to the company's apparel line.

"I'm excited about the opportunity to support our dynamic sales force, while at the same time helping to enhance the PCNA experience for our customers," she said. After getting her start in the promotional products industry in 2007, Cardinal joined Trimark five years ago as one its first U.S. Field Sales Managers. Since then, she's played a pivotal role in expanding Trimark's U.S. footprint, particularly in the country's north-central and south-central regions.

Michael Snyder, Vice President of PCNA Apparel, says Cardinal's strategic expertise will help Trimark continue to gain market share. "Beyond exemplary sales performance in every region she's covered, Corey has played an integral role in developing sales strategy with Trimark by being a champion for best-practice collaboration. She's a world class teammate and terrific choice for this important new role."

Trimark creates stylish apparel that looks great, feels comfortable and fits just right. From fashion-forward styles to budget-friendly basics, Trimark apparel is made with extraordinary attention to detail, combining a retail look, high-impact branding opportunities and unique functional features. To see it all, go to the Trimark website at www.pcna.com/trimark.

SAAGNY Members on the Move

AXIS PROMOTIONS WELCOMES ROB WATSON AS VP OF ECOMMERCE AND MARKETING

Axis Promotions a global and award-winning top 30 promotional marketing agency, today announced that Rob Watson has joined the company as VP of eCommerce and Marketing. Within this role, Watson will be responsible for the expansion of Axis Promotions' robust e-commerce and on-demand capabilities, while enhancing marketing communications.

"I am honored and excited to join the Axis leadership team," stated Watson. "The commitment of the company to creativity, client service, culture and product safety is what makes Axis one of the top companies in the industry. I look forward to building upon the success of the organization in 2018 and beyond."

Watson comes to Axis Promotions with over 10 years of industry experience including tenure as Senior Vice President Marketing & User Experience with the Advertising Specialty Institute (ASI). Most recently, Watson worked as Global Chief Marketing Officer for Outstanding Branding, where he led international marketing efforts across Hong Kong, London and the US.

"Rob's technology experience, marketing skills and extensive industry knowledge make him the ideal person to help us expand our e-commerce and on-demand capabilities," said Larry Cohen, President and CEO of Axis Promotions. "We are so fortunate to have him and are excited for him to take a leadership role at Axis."

Axis Promotions is an award-winning, top 30 promotional marketing agency providing branded product solutions for clients worldwide. Founded in 1992, Axis Promotions is headquartered in New York City with locations in Chicago, IL; Rye Brook, NY; and Burlington, MA. For more information, visit www.axispromo.com.

PRO TOWELS WELCOMES CHRIS HART AS NATIONAL ACCOUNTS DIRECTOR



The Pro Towels Family of Brands, including Pro Towels, Kanata Blanket Co., Neet Feet and Superior, is excited to announce the recent hire of Chris Hart as National Accounts Director.

Based in Atlanta, Georgia, Hart grew up in the industry with his father being a 30+ year promotional product veteran with a top 40-supplier. Chris obtained a Business Management degree from Kennesaw State University and began his career on the distributor side with Jack Nadel International out of Atlanta. This experience provides him with a unique perspective that has been invaluable in helping his customers. He was previously the Southeast Regional Sales Manager from ETS Express, and is greatly looking forward to expanding his reach in helping our customers around the country.

SAAGNY Members on the Move



Keith Lofton, Vice President of Sales, commented, “Pro Towels identified Chris a long time ago as a strong salesperson in our industry that became a good fit for our company and our model. He is someone who continually moves the needle for his clients every day.

When our National Accounts Director position became available, he was my first call! We are so happy to have him join our team and he’s going to be a huge asset for us in what we do moving forward as a company.”

The Pro Towels Family of Brands, including Pro Towels, Kanata Blanket Co., Neet Feet and Superior, is excited to announce the recent hire of Chris Hart as National Accounts Director.

Based in Atlanta, Georgia, Hart grew up in the industry with his father being a 30+ year promotional product veteran with a top 40-supplier. Chris obtained a Business Management degree from Kennesaw State University and began his career on the distributor side with Jack Nadel International out of Atlanta. This experience provides him with a unique perspective that has been invaluable in helping his customers. He was previously the Southeast Regional Sales Manager from ETS Express, and is greatly looking forward to expanding his reach in helping our customers around the country.

Pro Towels is the largest towel supplier to the promotional product industry with locations on both the east and west coast. The company offers in-house screen printing, sublimation and embroidery services to support a broad product line of beach, golf, and sport towels. Additionally, Pro Towels carries bathrobes and other beach accessories to complement its towel line. The Pro Towels family of companies also includes Kanata Blanket Company, a leader in premium blankets, décor and lifestyle products, Neet Feet, a supplier of quality custom logo flip flops and premium footwear, and Superior, a leader in contract decorating for the promotional products industry for over 35 years.

SAAGNY Members on the Move

ARIEL ANNOUNCES APPOINTMENT OF BRENDAN PIGOTT AS REGIONAL SALES MANAGER



Ariel Premium Supply is pleased to announce the appointment of Brendan Pigott as Regional Sales Manager for the Metro Region. Brendan will be responsible for working directly with our top distributors in New York, New Jersey and Delaware. Brendan comes to Ariel with previous Top 40 supplier experience and is part of his family's second generation to work in the promotional industry.

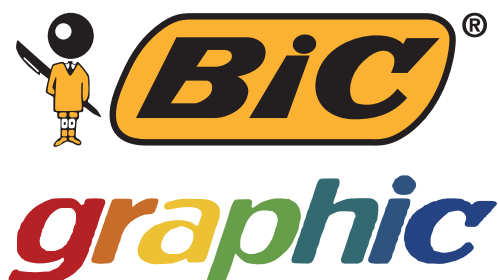
"We're very happy to have Brendan join the Ariel family and be part of our fast-paced growing company," says Rich Harbert, Ariel director of sales. "His experience on the supplier side will be instrumental in helping our customers in the metro area profitably grow their businesses," he adds.

Ariel Premium Supply is a leading Top 40 Supplier to the promotional products industry. Established in 1993, Ariel offers a collection of technology, home, health, drinkware, auto and travel products to the corporate marketplace, serving both the U.S. and Canada. Ariel is a Minority Business Enterprise and is an active participant of the PromoStandards Alliance. Additional information may be found at www.ArielPremium.com.

SAAGNY WINTER SHOWCASE

Thank YOU to our Sponsors!

Gold Sponsors



Bronze Sponsors



Thank You



Thank you to **Aura Badge** who donated the lanyards and badge holders

Thank you to **Hit Promotional Products** who donated the journals

Thank you to **Prime Resources** who donated the show bags.

Thank you to **Jules Scheck Associates** who sponsored the refreshments.

Interested in a sponsorship? Contact us at info@saagny.org

PPAI Honors Bill Lazarus

**BILL LAZARUS RECEIVED
THE 2018 PPAI DISTINGUISHED SERVICE AWARD IN LAS VEGAS**



The award recognizes PPAI members who consistently contribute their skills and expertise toward the betterment of the Association through volunteer service and leadership.

As a long-time industry volunteer, Lazarus has lent his talents to both PPAI and SAAGNY. His volunteer service with PPAI has included leadership roles with the Conventions Advisory Council, the Distributors Advisory Council, the Education Advisory Council and the Distributors Advisory Council, as well as with the Association's Distributors Committee, Leadership Committee, Conventions Committee, Strategic Planning Committee and the Chairman's Committee of 100.

Bill was honored during the Chairman's Leadership Dinner on January 15, 2018, during The PPAI Expo in Las Vegas.

alphabroder® and Prime Line® Combine to Create the Industry's First True 'One-Stop-Shop' For Promotional Products – Raising the Bar on Convenience, Service and Solutions

alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is pleased to announce the addition of Prime Line to its' family of brands. The combination of these two great companies establishes a new standard in the industry for convenience, service and solutions – creating the industry's first true 'one-stop-shop'.

"As a family business with long time employees, we gave careful consideration to this strategic move and ultimately feel that this is in the best interest of both Customers and employees," said Jeff Lederer, now President of alphabroder's hard goods division, which will operate under the Prime Line name. Jeff will report directly to Norm Hullinger, CEO of alphabroder. "The industry is changing and it was important for me to make sure Prime Line is positioned in the best possible way moving into the future. We have chosen a partner in alphabroder that matches our values and commitment to the future. I am so excited to work with Norm and Dan Pantano (President of alphabroder) helping to lead the team to the next level." Jeff and the long time members of the Prime Line management team will be joining the alphabroder management team while continuing to operate Prime Line with the same dedication to Customers and family values that created one of the industry's leading companies, which was one of the key drivers for alphabroder in this deal.

As plans were being formed for the integration of these two great companies, Norm and Jeff agreed to place one priority above all else: Continue to deliver the highest level of service to all of our Customers.

Said Hullinger, "The combination of these two great companies and cultures was born out of the input from our Customers. We will honor this by continuing our sharp focus on their businesses. Bringing our organizations together will provide us with the flexibility and agility to focus 100% on our Customers – to deliver best-in-class solutions to help their businesses succeed. This merger provides our Customers with unmatched product choice, reach, delivery and availability. The quality and longevity of the Prime Line team and their corporate culture firmly grounded in family values, brings a high level of predictability to the business which is essential to delivering the ultimate customer experience and these were the key drivers of this deal."

alphabroder is committed to the ongoing growth of the company and the industry. Prime Line is the fourth significant company to join the alphabroder family in the last five years, having added Bodek and Rhodes in 2015, Ash City Worldwide in 2014 and Imprints Wholesale in 2012.

Industry News

About alphabroder:

Founded in 1919, alphabroder is North America's largest distributor of trade, private label and retail apparel brands and merchandise to the promotional products marketplace. alphabroder offers more than 40 brands including a broad selection of retail and trade brands from Under Armour, Bella + Canvas, Next Level, Threadfast, adidas, Columbia, Marmot, Gildan, Fruit of the Loom, Hanes, and many others as well as sourcing our own Private Brands.

About Prime Line:

Founded in 1980, Prime Line became an industry leader through the introduction of innovative products and services. The company, headquartered in Bridgeport, Conn., now offers more than 1700 products across 15 categories. It features exclusive brands such as MopToppers™, Leeman New York, Rubik's® and BUILT® as well as numerous product collections. In 2016, it acquired Jetline, which was rebranded as Prime's value line. Source Abroad by Prime is the company's custom and overseas sourcing division offering fully custom products as well as fast turn import items. A founding member of QCA, Prime has an industry leading focus on product safety and regulatory compliance.

STARLINE EARNS QCA ACCREDITATION

Quality Certification Alliance (QCA), the promotional product industry's only independent, non-governmental accreditation organization dedicated to helping companies provide Brand Safety, has awarded QCA Accreditation to Starline.

Starline becomes only the third supplier in 2017 to achieve Accreditation status as a result of meeting the rigorous qualifications of the promotional products industry's only certification dedicated to product quality, product safety, supply chain security, social accountability and environmental stewardship.

"Starline had developed an extensive compliance program on our own prior to achieving QCA Accreditation. However, QCA helped identify areas of our program that needed additional attention while focusing on overall best practices," said Jeff Hassler, Director of Financial Analysis and Compliance. "QCA was a catalyst in growing Starline's compliance program from internally developed into a world-class program. Compliance in the Promotional Products industry is a shared responsibility, sometimes fractured by individual perspectives, but at the foundation laid the same global compliance objectives. These unified objectives are essential to the long-term health of our industry. QCA provides a unique solution to efficiently communicating Starline's commitment to compliance to all stakeholders in our industry."

Industry News

Starline is a Top 50 supplier in the Promotional Products Industry specializing in quality, high-end gifts. Starline is the home of the patented and award-winning TruColor™ digital decoration technique. With locations in Grand Island, NY and Concord, Ontario, Starline remains committed to seamlessly servicing the needs of its North American distributor base. For more information, please visit their website www.starline.com.

Tim Brown, MAS, - Executive Director of Operations for QCA commented that “Brand Safety through responsible sourcing has become the mantra across QCA's Accredited companies and the QCA Distributor Advocacy Council. As such, we are honored to grant this Accreditation to Starline. By placing a priority on Brand Safety and investing in the resources necessary to go beyond a self-managed program, Starline has joined an elite group of companies that are at the forefront responsible sourcing and protecting not only end-buyer's reputations but the industry as well.”

QCA Accredited companies endorse a self-certification, complete a rigorous self-assessment, and then submit their headquarters and their supply base to multiple third-party audits. The QCA board uses a scorecard representing the performance of the applicant and its supply chain on the third-party audits as the foundation for granting accreditation.

About QCA:

Chicago, Illinois-based Quality Certification Alliance is an independent, accreditation organization whose mission is to elevate the standards by which industry firms that import and/or manufacture promotional products provide consistently safe, high-quality, socially compliant and environmentally conscientious merchandise. QCA Accreditation is granted to companies who complete an independent third-party audit and comply with stringent standards, which are based upon a combination of state and national laws, international standards and industry-accepted best practices that are recognized for their strength and effectiveness by QCA Accredited companies, the promotional products industry and end-user clients.

QCA was formed in July 2008 when a group of industry thought leaders met to address the safety, compliance and social responsibility needs of the promotional products industry. By providing the tools required to help companies within the industry, Quality Certification Alliance put the necessary processes in place to deliver consistently safe and safely produced merchandise with an eye on corporate and social responsibility.

Orbus Exhibit & Display Group Ends the Calendar Year with Milestone Achievements

Orbus Exhibit & Display Group®, one of North America's leading trade suppliers of display, exhibit and event solutions is honored to announce that, for the third consecutive year, the company was named one of the Best and Brightest Companies to Work for in the Nation®. Companies qualify for the Best and Brightest

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competition by displaying a commitment to excellence in human resources practices and employee enrichment. Orbus was previously named to the 2015 and 2016 lists.

“Creating a company culture that focuses on the satisfaction of our team has proven time and time again to be one of the key elements of Orbus’ success,” said Giles Douglas, President and CEO of Orbus. “It is an honor to have been chosen as a Best and Brightest Company to Work for in the Nation for the third year in a row. We look forward to continuing to strike a balance between hard work and employee satisfaction.”

Orbus also celebrates the fact that it now employs 412 full time employees. Orbus continues to grow and the addition of new roles in various areas of the business helps the company improve its offering and services.

Orbus also reached a milestone of recycling 80% of its total waste in 2017. The company places continuous focus on efforts to reduce its carbon footprint, recycle and protect the environment. As part of this initiative, Orbus continued its partnership with UPS® to participate in the Carbon Neutral Shipping program. The program offers businesses the option to ship packages as carbon neutral, so as to reduce the Carbon Dioxide (CO2) impact that shipping has on the environment. UPS has mitigated 380.98 metric tons of CO2e during the period of Sept. 2016 – Aug 2017.

About Orbus:

Orbus Exhibit & Display Group is a market-leading, privately owned group of companies that specialize in the manufacture and trade only supply of portable modular and custom modular exhibit and display products, graphics and solutions. Companies and brands within the group include Orbus365®, SignPro Systems®, Origin® and Nimlok®. Orbus is a proud member of the ISA, SGIA, ASI, USSC and EDPA; the company boasts G7 Master IDEAlliance certification and is registered to ISO 9001:2008 for the highest manufacturing quality standards and ISO 14001:2004 for its environmental management system and “green” efforts.

Orbus’ supply and manufacturing facilities reside in Woodridge, IL and Las Vegas, NV. For more information, visit www.orbus.com.

PIONEER LINE EXPANDS PRINTING CAPABILITIES FOR 2018

Pioneer Balloon expands its print capabilities for Microfoil® balloons in 2018 to include a larger imprint area and lower minimums on multi-color imprinting. This allows few as 50 balloons to be printed using a 4-color process with the potential to expand the number of small businesses and organizations that are able to use Pioneer’s printing capabilities. PPAI (Promotional Products Association International) recently chose Pioneer Balloon Company as a finalist in the “Special Processes” category of the 2018 Pyramid Award Competition for its 18" printed Microfoil balloon featuring artwork from the Academy Award winning musical, La La Land, starring Ryan Gosling and Emma Stone.

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The Pyramid Award is part of the PPAI Expo that will take place January 14-18, 2018, at the Mandalay Convention Center in Las Vegas, NV, USA. PPAI Expo is North America's largest international promotional products tradeshow.

Founded in 1917, Pioneer Balloon Company is the leading manufacturer of promotional products, branded as the Pioneer Line. It includes Qualatex® and AdRite™ latex balloons, Microfoil® balloons, AdMax® balls, Ad Inflatable™ displays, Promotional Flags, Banners, Table Covers & Runners, Event Tents, Pop Up Walls, and Economy Backdrops. For more information on Pioneer Line products, call 800-685-4441, email: info@pioneerline.com, or visit pioneerline.com.

SAGE ANNOUNCES NEW PRODUCTS AND UPDATES FOR 2018 AT SAGE CONFERENCE

Today, at SAGE Conference, held in Las Vegas, in conjunction with The PPAI Expo, SAGE announced several new product releases and updates to their products and services. Eric Natinsky, SAGE CEO, revealed SAGE Online 14, the latest version of the company's flagship research and business management solution, SAGE Web 3.0, the latest version of SAGE's web-based research and business management service, new themes and capabilities for SAGE Websites, and a brand new advanced end-buyer store website called SAGE Company Store Premium.

The upcoming release of SAGE Online 14 will introduce industry distributors to a brand-new, industry-first service, called the SAGE Print Studio, that makes it easy to create and order completely custom catalogs and flyers. Distributors can select any products from the SAGE database or add their own completely custom products. SAGE provides a variety of ready-to-go covers to which distributors can easily add their own logo or their customer's logo, or upload a completely custom cover. Either way, in a matter of minutes, distributors can create a beautiful custom catalog that is ready to go for important sales pitches and other marketing activities. Once designed, just order however many catalogs or flyers are needed and they will ship within two business days! The new Print Studio also allows distributors to get flip books and PDF versions of the catalogs and flyers without charge.

In addition to the new Print Studio, SAGE Online 14 will also include full payment processing, allowing distributors to process payments for customers directly from SAGE Online through - 2 -

SAGE Payment Processing. SAGE also added a number of new search features, the ability to show presentations on websites with full e-commerce support, French and Spanish-language presentations, and much more. Eric Natinsky, SAGE CEO, commented, "We're very proud to be releasing another version of SAGE Online with over 150 new features and enhancements, many of which were suggested by our customers."

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One of those new features, of course, is the SAGE Print Studio, which is an industry first. We're proud to be able to make it both easy and affordable for distributors to create custom print media to help support their sales activities."

The launch of SAGE Web 3.0 adds major features and enhancements that were previously only in SAGE Online to SAGE's web-based service. SAGE Web 3.0 is now home to an advanced product search area, featuring more filtering options and multiple product images that show alternate colors and angles for products in the database. Distributors will now be able to search for embroiderers and screen printers in the new decorator search area, review full business rating information on suppliers and ask other distributors questions about products in the new Q&A section. To further extend collaboration between industry colleagues, distributors will also be able to communicate and share ideas in the new discussion groups area of SAGE Web. SAGE Web 3.0 also adds SAGE's popular email campaigns service to SAGE Web, allowing distributors to send email campaigns to clients or prospects and track their success rates with real-time reporting.

"With this recent release of SAGE Web 3.0, Mac and other web-based customers can now access all of the same functionality that SAGE Online offers for Windows users," said David Natinsky, MAS, SAGE President. "Our vision has been to provide the same functionality across all our Total Access product line, so that customers can have what they need no matter if they are using SAGE Online, SAGE Web or SAGE Mobile while on-the-go. We're really excited to be realizing that vision with this update."

SAGE also announced another industry first, the Content Library for SAGE Websites. As part of the new SAGE Website Professional Plus offering, this innovative service gives distributors industry-relevant content for their websites. By working with a SAGE website specialist, distributors can specify their areas of interest as well as how often they would like their site - 3 - updated. With that information, SAGE's web specialists will go to work by adding blog articles, videos, case studies, and other content on the distributor's website. Distributors can still, like always, supplement with their own content whenever they would like. Chris Sumpter, SAGE's Director of Web Development, noted, "For a long time now, distributors have struggled with providing relevant, professionally-written content for their sites. We recognize that most distributors want a professional, modern website loaded with new and interesting content, but they would rather be selling than working on their website. That's where we come in. With one of our new website packages, we take the burden of maintaining the website off the shoulders of the distributor. We've been helping distributors with design for a long time, but now we can also give them the content they've been craving to keep their websites fresh and relevant."

In addition to the new Content Library, SAGE also introduced a new ultra-modern website theme. The new theme includes content carousels, parallax image support, stylish page feature banner images, a sticky nav bar menu that appears at the top of the browser as visitors scroll down the page, welcome page alerts, and so much more. SAGE websites will now also offer full-site SSL support, an industry-first for CMS-based websites. Full-site SSL support is becoming more and more important for site SEO due to Google and other search engines' promoting sites that support full-site SSL.

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Coupled with the excitement of the new SAGE Websites, SAGE also announced the release of the SAGE Company Store Premium platform. SAGE Company Store Premium will allow promotional product distributors to sell products online through completely customizable professional stores, create an unlimited number of custom pages, manage inventory levels with real-time alerts, and see advanced statistics and reports for each store. Finally, SAGE announced that its popular Inspire end-user catalogs are now ready to ship now instead of the traditional March ship date. Distributors can now get their 2018 catalogs and have them for the important first quarter instead of having to wait until later in the year.

In addition to new releases, SAGE has recently brokered a partnership with Stripe, a leading payment processing provider, to offer a simple and affordable credit card processing service to all SAGE subscribers. Available now, SAGE Payment Processing charges a fixed rate of 2.9% plus 30 cents per transaction, and allows users to sign-up instantly and avoid the trouble of paying monthly fees.

Eric Natinsky, added, "We always listen to our customers and try to implement as many of their ideas as we can to help them become more efficient, more productive and more successful. I am proud of the work we've done to take that feedback and turn it into all of these new products and features that I think our customers are really going to enjoy using."

SAGE Web 3.0 is available now to all SAGE Total Access subscribers at no additional charge. The SAGE Website Professional Plus, with the content library, is also available now, as is the new SAGE Payment Processing service with Stripe. SAGE Online 14, including the Print Studio, SAGE Company Store Premium, as well as the other new website features will be rolled out by the end of Q1 of this year.

SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription to give it a test drive. Visit trysage.com to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end buyer catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit www.sage-world.com or call 800.925.7243.

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Heritage Expands Callaway® Line-Up

Heritage Sportswear, the exclusive supplier of Callaway® to the wholesale blank apparel market, has expanded its offering for 2018 to include Callaway headwear. Heritage now stocks a Callaway® Heritage cap, Callaway Tour Performance cap, and Callaway Liquid Metal cap. All three caps have an adjustable closure, six panels, and don the Callaway Chevron logo. In addition to hats for 2018, Heritage added a men's and ladies' Raised Ottoman polo and men's and ladies' ¼ Zip Mock Pullovers.

To view Heritage's full Callaway® line-up, visit their web site: www.HeritageSportswear.com. Customer Service is available 9 am to 6:00 pm, Monday-Friday at 1-800-537-2222 or by email at website@her-spw.com. Heritage Sportswear is one of the largest wholesale suppliers of blank apparel and accessories to the promotional products industry.

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