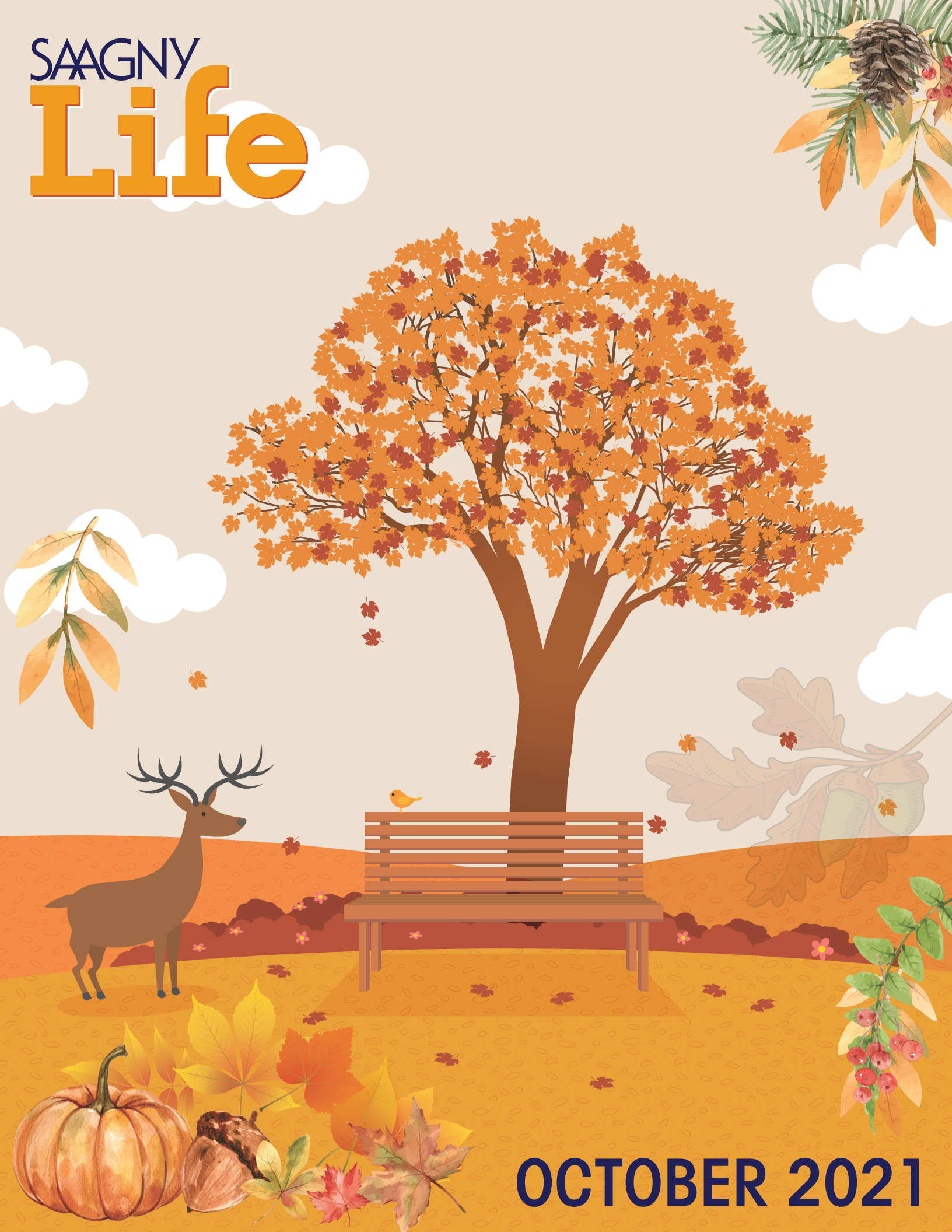


SAGNY Life



OCTOBER 2021

Table Of Contents

02	From The Foundation	21	Member Spotlight
03	From The Executive Director	26	Where Did SAAGNY Name Came From?
04	Connect The Dots With SAAGNY	28	Member News
06	40 Under 40	34	Member Spotlight 2

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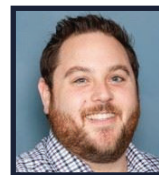
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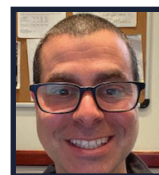
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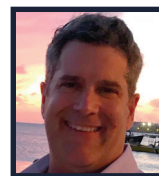
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From the Foundation



SAAGNY FOUNDATION AND YOU!

We are looking forward to our 1st annual virtual walk/run beginning on Friday October 1st and running through Sunday October 10th. We will also be getting together on Wednesday, October 6 which is between the two SAAGNY Fall shows that week to walk and accumulate our miles. We hope you were able to join us that day. We hope to see you at the virtual starting line and thank you for your support of the SAAGNY Foundation.

We began our pantry donation at the SAAGNY Fall show on September 14th at the Marriott Teaneck at Glenpointe. We received a number of donations and we thank each of you who helped contribute. We would also like to thank Idelle Schwinder for dropping off the donations at The Center for Food Action. We had two additional opportunities to donate, Tuesday October 5 at the Melville Marriott Long Island where we will be collecting hats, socks and gloves for NAMI and Thursday, October 7 at the Crowne Plaza Suffern-Mahwah. Thanks to all. #saagnygivesback

Have you clicked the follow button on our Instagram page yet? Head on over to Instagram, search for saagnyfoundation and gives us a follow. You won't want to miss something exciting we have planned for our followers who use our #SAAGNYGivesBack.

The Foundation is also anxiously awaiting the return of live theatre and offering tickets to some of the hottest shows around. Stay tuned!

Chris Bloomer and Lynn Millinger
The SAAGNY Foundation Co-Chairs

From the Executive Director



Welcome to Fall!

It has been very busy around here at SAAGNY – three Fall Shows, webinars, Meet N' Greet, and Awards Season!

Thanks to all who joined us live and in-person at our three Fall Shows!

Fall Show Teaneck –Tuesday, September 14 for distributors only
Fall Show Long Island – Tuesday, October 5 for distributors and their clients
Fall Show Suffern – Thursday, October 7 for distributors and their clients

SAAGNY has continued to organize webinars for you to “learn at home”. Please visit the SAAGNY website as new webinars are being added. It is our hope these webinars will allow distributors and suppliers to come together virtually, as well as, provide an opportunity to expand your knowledge about products, services, and new suppliers. Missed a webinar – no problem – we have a full list of recordings on the members-only page of the SAAGNY website.

Don't forget to register for the SAAGNY Holiday Party – Wednesday, December 8 – Award Winners will be announced live!

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 download the SAAGNY member app from your IOS and Android app store. With this app you access the member directory and events calendar on the go!

Don't forget to login into 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.

Make sure you check out all of the member features and benefits – SAAGNY Job Board, SAAGNY Member Directory, and SAAGNY 2021 Coupon Book!

Any questions – do not hesitate to reach out! SAAGNY is here for you – stay well and safe!

Best,

Donna-Jean



LET SAAGNY HELP CONNECT THE DOTS

IT'S ALL ABOUT CONNECTIONS. Our Events and Programs calendar was created with one goal in mind, providing SAAGNY members valuable opportunities to build relationships and grow their business. We enable this in a variety of ways – through education, advocacy, networking, visibility, and professional development.

There is no single way to utilize SAAGNY – there's only *YOUR* way.

Register today at www.saagny.org.

WEBINAR

Product Update
From Visions
November 3

WEBINAR

Social Media Got
YOU Down???
November 4

SAAGNY HOLIDAY PARTY AND AWARDS CELEBRATION

December 8
Glen Island Harbour Club

NIGHT BEFORE THE SHOW!

Meet N' Greet
Crowne Plaza Suffern
Suffern, NY
January 24

SAAGNY WINTER SHOW

January 25
Crowne Plaza Suffern
Suffern, NY

SAGINAY  **FALL**
SHOWCASE

**Thank you to our
Generous Sponsors!**



SAAGNY 40 Under 40

An ideal 40 Under 40 selection is someone who has demonstrated leadership, initiative, and dedication throughout their career, and who is likely to continue to achieve in the future. The following individuals epitomize those values. The honorees below are well respected, able to navigate difficult situations, desire to pursue industry education, and cognizant of the industry's past and its even brighter future. These recipients have made a positive impact on the promotional products community and will continue to do so for SAAGNY and the industry.



Anthony Abatzis, ETS Express, Inc.

Anthony Abatzis was born in Athens, Greece but the ship of life brought him to the US to pursue his American dream. He studied Physics and Sound Engineering but ultimately found his niche in the vibrant, people-focused industry of promotional product sales. He's been in the industry for ten years, the last two being with ETS Express, the premier promo drinkware supplier. He lives in the South Shore of Boston, happily married with a 2-year-old son, a 3-month-old daughter and his best friend, Lenny the dog.



Chris Barlow, NC Custom

Chris started with NC Custom (Chocolate Inn/Lanco) in 2016 as customer service representative and worked his way up to a Regional Sales Manager. Chris has recently transitioned to the Southeast Regional Sales Manager with aspirations for a national account level position. Chris has fallen in love with the industry and looks forward to many more years to come. Chris is known for his enthusiasm, charisma, uniqueness, and drive to succeed, so being a recipient of a 40 Under 40 is an honor for him and his company.



Amy Benedict, Swag.com

Amy Benedict is the Head of Product at SWAG.com in the NYC area. Amy is a graduate of Drew University with a degree in Fine Arts/Photography. Amy was introduced to Swag.com in 2019, where she took her skills to start the development of the Product Department. Over the period of two years, Amy has been able to create a Product Department from the ground up with the help of her team of Product Associates to manage the substantial growth of Swag.com. Amy has had a large focus on database entry creating and managing new product listings to expand the curation of products displayed on the Swag.com website, developing Product Categories, and Subcategories, as well as collaborating with the founders on new ideas, and new business development strategies to contribute to the development of a better customer experience. Amy is responsible

for managing 50 + supplier accounts, onboarding new brand partnerships and performing product testing to ensure Swag.com is offering only the highest quality products within the industry. In her spare time, Amy continuously finds herself seeking new brands or unique products to outreach to in hopes of networking and developing additional partnerships. She is very family oriented and spends most of her spare time with her fiancé, family, and friends! Amy loves photographing her growing family, proposals, life events and nature. She loves that she is able to continuously be her creative self professionally, and in her spare time!



Chris Bloomer, JSA

Chris Bloomer has been employed at JSA for over 10 years. Chris is known as the “Swiss Army Knife” at JSA as he simply does it all. His primary responsibilities include outside sales and managing all the trade shows that JSA exhibits at annually. However, a day does not go by that Chris is either traffic managing orders to all the JSA Reps, creating, and executing weekly JSA e-blasts or assisting in developing custom flyers to circulate to distributors. Further, Chris is always there to troubleshoot various daily computer issues! He simply is the “JSA Jack of all trades”! In addition to his JSA duties, Chris is Co-Chair of The SAAGNY Foundation and is always seeking ways for #saagnygiveback.



Jon Borowka, Hit Promotional Products

Jon is a great example of the type of person you want to work with as he consistently presents ideas to his colleagues and customers. Jon is noted by his customers for his availability to assist, his product and service knowledge, and his caring and nurturing nature. Jon is a true friend and a loyal employee. If Jon does not know an answer to a question, he is not afraid to acknowledge that. Jon will reach out to the proper people at Hit and follow up with an answer very quickly. Jon is noted for his positive upbeat attitude and nonstop willingness to assist. Jon has achieved balance in his life and is known as a family man with his adoring children and loving wife. Jon has a reputation for delivering strong sustainable revenue and profit gains in highly competitive markets. Jon brings 15 years of solid experience in the promotional products industry.



Adam Brown, NC Custom

Adam Brown has been a productive member of the promotional products industry for 15 years, which may be hard to believe as he has yet to turn 40. After graduating from SUNY New Paltz in 2005, his first real job out of college was at a little company called ePromos back in 2006. The position was in Order Processing but through hard work and dedication was promoted to Sales Assistant, Executive Sales Assistant, and finally up to Sales Person. In the years since, Adam has spent time on the distributor side, for companies such as Motivators and

PromoShop as well as the supplier side for Jornik and currently NC Custom. The many years of experience on both sides of the industry has helped Adam in connecting with his customers as well as gaining knowledge about the many different facets and nuances that make up the promo world. Along the way, SAAGNY has been a big part of Adam's career. He was the first ever recipient of the SAAGNY Rising Star Award and has been a volunteer member on several SAAGNY committees. With many years to go in his career, Adam is just getting started and enjoying all the stops along the way.



Mike Cardin, Stran Promotional Solutions

Mike is Stran's Creative Director & Merchandising Manager has helped set Stran apart from others in our industry through his creativity, design skills, merchandising prowess, and commitment to supporting the overall growth of Stran. Mike celebrated eight years at Stran this past January, beginning his career in January of 2013 as a Creative Services Specialist. Mike is not afraid to reach out to members of the Stran team to learn more about different accounts so that he could become an asset to the teams working on those accounts in order to better service the client. Mike currently assists with the design and merchandising team build their skill sets, he has overall responsibility for all the presentations, sales materials, and branding for Stran. He is intimately involved in every major RFP or pitch to ensure that Stran is visually represented in the best light and their story is well told. Mike is committed to giving back and to his community. This commitment can be seen even in his work at Stran. Mike has focused on products that are sustainable, reusable, and/or help support a good cause through give back campaigns. Mike has consistently made the argument that these products are both good for the environment or for our communities but are also good for business. Outside of work, Mike is an avid grill master and can often be found at his home in New Hampshire (a home he and his wife Ashley purchased a couple of months back – their first) smoking and grilling some of the best steaks, ribs, brisket, and more that New England has ever seen! And what better to pair some great BBQ with that some fantastic Bourbon? Mike has become an expert in Whiskey's and Bourbon over the years. When Mike steps away from the grill, he can often be found painting the fairway with booming drives off the tee box.



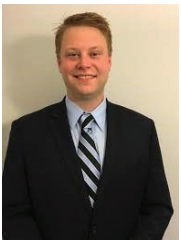
Dino Ciccarelli, Tekweld

Dino Ciccarelli came to Tekweld in late 2019 and from the moment he walked through the doors he excelled in all tasks handed to him. Dino, who is only 24, is the current Client Relations Manager at Tekweld. As Manager, Dino leads his team in providing top-tier customer service for Tekweld's customers. Dino joined the team as a Client Relations Representative in 2019 and in 2020, was promoted to Manager. Dino values building relationships with customers and providing them with the quality products and services they are looking for. Aside from his duties at Tekweld, Dino enjoys writing, producing, and performing his own music, playing golf, as well as supporting his New York Islanders.



John R. B. Cudahy, MAS, MASI, Raining Rose

John is an established industry leader, who has achieved numerous sales and customer service achievements with his current employer Raining Rose as well as his past employers – Hit Promotional Products, Prime, and Starline. John has also served as the President of SAAGNY along with serving in numerous other SAAGNY Board positions and committees, and on The SAAGNY Foundation Board. His strong track record of problem solving, customer service, and sales achievement, are all on top of his record of meaningful regional association volunteerism. John has blazed a trail for his colleagues and fellow volunteers leaving his mark not only on SAAGNY but the industry. John is an inspiration to his fellow promotional product professionals - his passion and excitement for the regional community is unmatched by many others – on top of that, he simply makes it fun. The Promotional Products associations and community have benefited many times over from his ability to bring others along to volunteer, attend an event, be a sponsor, or get involved. John challenges others to think bigger, to innovate, mentor others, and makes everyone around him better every single day. He is a true leader that fosters drive while also continually seeking to improve himself at the same time.



Brian Deissroth, Augusta Sportswear

Brian is the Senior Key Account Manager of Augusta Sportswear Brands, Past President of PAPPA, Vice President of RAC, a member of GRAC and a member of the Regional Strategic Foresight Committee. Brian is committed to building relationships and growing partnerships as well as advocating for our industry. Brian resides in Greenville, South Carolina and in his down time enjoys spending time with his growing family.



Thomas Deissroth, APPI

Thomas, a graduate of Stockton University, has joined his parents and brother in the “family business”, the promotional products industry. Thomas currently works as APPI’s Sales Director which represents multiple suppliers and manufacturers throughout events, trade shows, office, and virtual appointments throughout the South Eastern United States. Before that he was a staple along with his family at SAAGNY shows in the Northeast. Outside of the promotional products industry, Thomas gives back through community service and is CPR, TIPS, and FEMA certified.



Ethan Dowie, Indigo Promotions

Ethan, a graduate of Rider University, is currently the Chief Executive Officer of Indigo Promotions. Ethan has developed strong relationships with manufacturers in every product category to secure quick turnaround times on outsourced orders as well as a significant client list in Indigo's target market. Ethan attended the 2019 Innovation Intensive at Oxford University where he learned skills that he has utilized to build his business. Ethan is not all business; he finds time to give back with Dowie Corp. He established Dowie Corp as a way to help raise awareness for children with cancer at Sunrise Day Camp. Building Dowie Corp from scratch to what it's become today has been quite the journey and as CEO Ethan holds himself personally accountable for the outcome of every event.



Sean Dwyer, Charles River Apparel

Sean is a graduate of St. Bonaventure University with a degree in History and Philosophy. Sean is an accomplished professional with proven leadership, project management, analytical, technical, and communication skills. His experience in sales and distribution; including team/sales rep management, and brand management, has prepared him for the promotional products industry. As the current Territory Manager (Hudson Valley, NJ, Western CT) of Charles River Apparel, Sean manages 500+ accounts in this newly established territory. This is Sean's first role and introduction to the Promotional Products Industry and he is loving it.



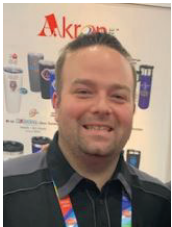
Chelsea Fishman, Barker Specialty

Chelsea began her promotional products journey, in 2014, after working for a nonprofit for a few years and graduating from the University of Hartford. Chelsea joined Barker Specialty Company learning the operations and supporting various salespeople eventually taking over a number of existing accounts and growing them exponentially. Chelsea's creativity and diligence are instrumental in her growth. Chelsea is an amazing sales professional and Barker Team Management would love to replicate her! It is noted that her calm demeanor in the face of intense pressure, and her warm and engaging personality have helped her succeed. Chelsea never says "no" and always figures out a way. Her uncanny ability to get suppliers to work with her and support her is legendary.



Will Flores, Tekweld

Will, who is 25 years old, has been at Tekweld for five years. Before entering the industry, he was unsure what a promotional product even was, but found his passion for the industry at Tekweld. Will has grown personally and professionally during his time working at Tekweld. He has been able to work with so many different people and has gotten to know them and make them part of the Tekweld family. Each customer has their own story and Will enjoys getting to know each client. In his spare time, Will enjoys meeting new people, traveling, and trying new things. Will has a bright future at Tekweld and looks forward to the future and the opportunities that will come his way. Will is a recipient of the SAAGNY Customer Service Rep of the Year award.



David Goldfarb, Akron Line

David is the Northeast regional sales manager for Akron Line. David brings years of supplier experience with him, and is always very excited to work his Northeast customers and helping them grow their sales.



Scott A. Gordon, Creative Specialty Promotions, Inc.

Scott, a Magna Cum Laude graduate of Muhlenberg College with a BA in Business Administration with concentrations in Marketing and Entrepreneurial Studies, is a third-generation professional in the promotional products industry who takes pride in helping his clients take their branding to the next level. A creative and innovative professional with footprints in the national and global marketplace, Scott was chosen to participate in the very selective SBA Emerging Leaders Initiative program for executives of small businesses poised for growth. He was also a proud recipient of the PPAI Chairman's Scholarship as well as the SAAGNY Foundation Scholarship. Scott's drive for excellence and reputation, and his passion for client care is on display in his role as Vice President, Sales and Marketing.

Will Grant, AllenColorCraft

Will Grant applied for a job on the second shift of AllenColorCraft and was making boxes and general labor when this quiet, and extremely sharp young man was encouraged to apply for a position within the Branding Department. This turned out to be Will's forte and a good fit for all. Will has become the Internal Information Technology Officer for AllenColorCraft. As a result, of the job change and subsequent promotion, Will was able to attend the PPAI Product Responsibility Summit and has been the driving force at AllenColorCraft for product safety and compliance. AllenColorCraft is lucky to have Will Grant on their team.



Jeff Hinds, ETS Express

Jeff, a graduate of Pace University, is the ETS East Coast Sales Director and has been in the promotional products industry for over 15 years. Jeff's energy and a strong connection with the Northeast region has helped him manage successfully his relationships and accounts. He is passionate about the industry and the products he represents. Jeff's high level of dedicated service in the Northeast region has helped him strengthen his existing relationships and develop new ones. Jeff is a longtime volunteer for SAAGNY.



Tim Howe, MAS - Spectrum Designs Foundation

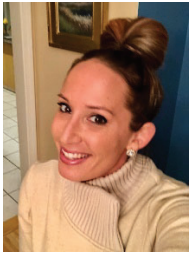
As the Chief Operating Officer for Spectrum Designs Foundation, Tim oversees the operation and growth of its three enterprises – Spectrum Designs (custom apparel and promotional products), Spectrum Bakes (gourmet granola and other treats), and Spectrum Suds (boutique laundry and dry-cleaning service). All three business share a single social mission: to create meaningful and inclusive employment opportunities for people on the Autism Spectrum, with 75% of their workforce comprised of this population. 100% of the proceeds from Designs, Bakes, and Suds go towards furthering that mission. Tim's role is diverse, and responsibilities range from operations (production, staffing, health & safety, quality control) to finance (budgets, P&L), and sales (account management, contract negotiations, customer service, revenue goals). Tim played a significant role in Spectrum Designs' expansion to its second location in Pleasantville in 2020, allowing Spectrum to create even more jobs and enrich the Westchester community. He enjoys the opportunity to work with this diverse and authentic group of people, and watching his team members expand their skill sets, emerge from their comfort zones, and assume new responsibilities. It is his sincere hope that the success of Spectrum Designs will change the way people with disabilities are seen, and encourage other organizations to follow their lead. Tim was named SAAGNY Rising Star in 2017 and a PPB Rising Star in 2018.



Sean Kurtzman, The Positive Line

Sean has been in the Promotional Products industry for most of his adult life and has made quite an impact on the industry and his colleagues. Sean's sunny personality and can-do attitude has made him an asset to his company and clients. Sean always has a huge smile on his face, and this Jonah Hill look alike has quickly become everyone's favorite vendor rep. Sean is the type of person that will always pick up the phone, always call in a favor, always listen, and give the best advice he can. Sean is not all business he is also a great husband

and Dad to two wonderful daughters. Sean is currently serving as Treasurer of SAAGNY and can always be counted on to give a honest and balanced opinion.



Jenna Larned, Freedom Line Marketing

Jenna, a University of Rhode Island graduate, has been multi-lining with her father Mark Larned, a 30-year industry veteran since 2014. Jenna resides in Rhode Island, and joined Freedom Line Marketing after having spent time in the automotive industry. Jenna is a previous New England Promotional Products Association (NEPPA) MLR rep of the year winner, and when not out on the road visiting customers, enjoys time with her daughter Gia and new puppy Max. Jenna hopes to be in the industry as long as her father.



Zach LeBlanc, Peerless

Zach has worked at Peerless since 2018 and is currently 28 years old. Zach impresses everyone he interacts with; with his poise and professionalism on a daily basis. Zach has embraced the use of technology and social media as ways to better communicate with his clients, spread news on new product offerings, and case studies of how products are being used. Many people shy away from problems, but not Zach - he deals with them head on, something people with many years of experience have trouble doing. Zach uses “promo” as a selling tool. Sounds simple, but it’s funny that an industry that sells promotional products tends not to use them in a strategic way. Not Zach – he is known to set up tailgate parties at various accounts to help showcase products. Zach has even been seen on many occasions wheeling a 4-legged cooler down the streets of NYC (filled with beer) on his way to an appointment. (pre pandemic of course!) Zach has played a large role in helping Peerless redesign their trade show booth for PPAI last January. His graphic art skills came into play as he designed new backdrops for the whole booth and give it a fresher look than previous years. Many “old timers” are watching Zach and seeing his success, learning a lot from him.



Elysa Maryasis, Alphabroder

Elysa, a University of Hartford graduate, has been described as an absolute gem! She is known as being honest, diligent, savvy, and a pleasure to work with by her clients. Elysa understands the need for speed and detail driver service, and she always goes above and beyond to take care of whatever is needed. Elysa prides herself on sharing the latest trends and fresh pieces with her clients and is known to show up dressed to a meeting showcasing the latest styles from Alphabroder. Elysa is at the forefront of productivity and innovation. She knows when the latest styles and goods come in. Elysa proactively makes time to show her

clients what is going on in the market and highlights the benefits of the products - lessons that her distributor clients have greatly appreciated.



Marisa A. Mattessich, Glazer Promos

Marisa, a Felician University graduate, is the heart and soul of Glazer Promos where she has been for over ten years. She is first to jump in to help source, package, assist, and offer any advice needed to clients and colleagues. Marisa is more than a team player- she is a team leader in every sense of the word. Marisa's clients are loyal because she goes above and beyond for every single project she does, remembering their birthdays, their kids, even their ups, and their downs. Marisa lights up a room with her personality. She is known for her creativity and attention to detail which have led her to navigating significant increases in sales volume and client base.



Kevin McLaughlin, Alphabroder

Kevin, a graduate of Susquehanna University, is currently the Outside Sales Rep for Greater New York City and Connecticut area. Kevin manages a territory of 175 shared and inside PPD's, decorators and on-line accounts. He is responsible for booking face to face meetings with customers and presenting new product offerings for both hard goods and apparel. He collaborates with clients to establish future goals and initiate steps to reach set goals which have helped him expand his territory. Kevin has been in the top ten in company sale's numbers for numerous months in 2019, 2020, and 2021. Kevin has what it takes to be successful in the promotional products industry: ability to listen, attention to details, and desire to create long term relationships with his customers. All of which is the key to long term success and it comes natural to Kevin.



Anthony McNally, Vanguard

Anthony McNally, Operations Manager for Vanguard, is a unique triple threat. He has the innate ability to shift from Operations/Logistics to Sales, to Marketing, very often within one meeting or conversation. His diverse toolbox of skills positions him to be an incredibly valuable asset to leadership, sales, and his own operations team (who he manages with a combination of professionalism, lightheartedness, and creativity). Among other traits Anthony possesses: a passion to position Vanguard as an industry leader; motivational leadership and management of a diverse team in a very time sensitive environment; efficient management of an offshore team; a commitment to personal continuous improvement, as well as company-wide; A strong ethical foundation devoted to representing Vanguard in the best way possible; a willingness to 'jump in' with end

user clients whenever needed to take a project from concept to fruition; a desire to contribute to the SAAGNY community at large. a member of the industry for over a decade, Anthony has carved out a reputation as a true partner to vendors with an enduring “can do” attitude. Anthony is a genuine, kind, and engaging person who has been dubbed by colleagues as the “Mayor of Promotown”.



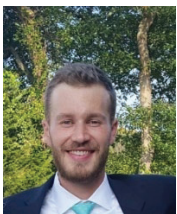
Michael Newman, Starline

Mike is the Northeast Director of Sales representing New York, New Jersey, Connecticut, Massachusetts, Vermont, New Hampshire, Rhode Island and Maine. Mike currently resides in New Jersey and brings with him over seven years of industry experience from both the supplier and distributor sides. Mike is known to go above and beyond for his clients helping them in any way they can. Mike is currently serving as a Trustee on The SAAGNY Foundation Board and is know to share his innovative ideas on a regular basis.



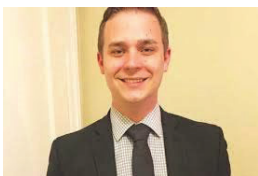
Chim Olisemeka, Alphabroder

Chim Olisemeka is an outstanding communicator. He knows the pressure everyone is under and comes up with solutions to help his team get the sale. Chim makes himself available any time even on the weekends if needed. He is an overall highly skilled and successful salesperson with broad experiences selling across several product lines while meeting and exceeding quotas. It is Chim’s ability to actively listen to his customers’ concerns and able to propose solutions to resolve those concerns that have added to his success. He has managed over 240 accounts that represent over \$12 million in annual sales and is the Winner of the 2017 President’s Club Award presented to the Top 10 Sales Reps at Alphabroder.



Brendan Pigott, Ariel

Brendan, a Temple University graduate, is the Regional Sales Manager for New York and New Jersey. Brendan’s experience on the supplier side is instrumental in helping Ariel’s customers in the metro area profitably grow their businesses. Brendan credits the support of his inside sale and customer service reps with helping him to achieve his sales goals. Brendan is a second-generation promotional product salesperson. Brendan is passionate about Philadelphia sports and supporting those less fortunate.



James Przybyszewski, Hit Promotional Products

James, is a Regional Manager, with Hit for the last six years and in the industry for over eight years. James' bubbly personality and can-do attitude have helped him become one of the top reps in the area. James is frequently designing marketing and presentation displays to be used at trade shows to benefit his clients and their clientele. James is passionate about promotional products and helping his clients and their clients create great promotional marketing tools to make all their promotional dreams come true! James noted that working for Hit and also working as Treasurer for the PAPP Board has given him such great opportunities to make not only great work connections but also great friends. He is looking forward to continuing to grow his career in this industry.



Rob Russell, Strike Promo

Rob, owner and CEO of Strike Promo, started in the industry with only one product in 2015, and has since designed, discovered, created, or produced over 100 unique items for the Promotional Product Industry. Rob's first item was, The BOLT LED wristband. Rob knows how to combine creativity, product quality, and service to provide an appropriate item for a customer's specific need. Rob has boundless energy, a charismatic personality and the drive to make things happen. Rob has won multiple awards for his creative innovations and efforts to keep up with the ever-changing promotional products industry. Rob was a recipient of the SAAGNY Rising Star Award. He is also a fabulous golfer! The industry should keep an eye on Rob Russell!



Amy Serrano, Barker Specialty

To reflect on the accomplishments and growth Amy Serrano, CAS has achieved in just five years at Barker Specialty, could outshine what some people achieve in an entire career. Joining Barker Specialty as an account manager, she quickly proved her skills and dedication and was promoted to the Director of Marketing. As if that is not enough, recently Amy also took on the role of Vendor Relations to help Barker Specialty build and maintain exceptional partnerships with suppliers. In each of her roles, Amy has brought new ideas and a drive to the positions. In her role as Account Manager, she opened several new and prosperous accounts that continue to see great success under her management today. When she took on the role of Director of Marketing, she worked on a team to overhaul the outdated Barker Specialty website. Amy doesn't back down to complicated situations either. She helps facilitate and guide salespeople through the development of new webstore programs. As an active part of the Program Development Team, she works to analyze and assess potential new programs and determine the viability of each one's success. As each program is different, multiple scenarios and challenges arise, but Amy doesn't back down and works alongside her colleagues to help find the best solution for the client's desires.



Dylan Sullivan, Insane Apparel

Dylan has over 10 years' experience in the apparel industry and excels at being a creative problem solver for Insane Apparel and its clients. Dylan is a Fulbright Scholar, who studied at the Estonian Academy of Art for a year. Dylan is an active SAAGNY volunteer and recruiter – encouraging other industry professionals to join SAAGNY. Dylan also has been webinar presenter many times for SAAGNY and enjoys finding solutions for his clients.



Rich Susi, Taylor Communications

Rich Susi, a University of Tampa graduate, has been in the industry since 2012. Over the past nine years, Rich's development from an entry level supplier customer service rep to a high performing sales professional has been nothing but extraordinary. His team first mentality, coachability, and work ethic are a formula that is hard to replicate, and his ambition, drive and attention to detail make him one of the most composed young sales individuals in the promotional products industry. Rich has done an amazing job blending his background in supplier sales with his newly developed and refined skill set as a distributor. His experience on both sides of the industry at such a young age gives him one of the most diverse skill sets amongst his peers and competitors.



Cristina Tarantino, Stran Promotional Solutions

Cristina is a Client Services Account Manager at Stran Promotional Solutions. She manages all the day to day operations for the Connecticut Vice President of Business Development. Cristina has been in the industry for ten years working on both the distributor and supplier side. She is known for her attention to detail and customer service skills. Cristina enjoys creating marketing materials for client pitches and sales meeting as it contributes to driving team revenue. Cristina is also currently pursuing her Bachelor in Science.



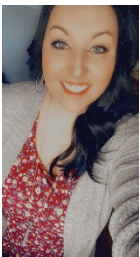
Brittany Tiringer, Tekweld

Brittany is currently the New England Regional Sales Manager of Tekweld managing accounts with small distributors to significant national accounts. Brittany is a graduate of the Fashion Institute of Technology with a Bachelor of Science (BS), Fashion Merchandising Management. Brittany has worked on both the distributor and supplier side of the industry has been a part of the industry for over ten years. Brittany has many accolades including been named the 2019 Largest Distributor Percentage Increase (Tekweld); 2019 Supplier Sales/Factory Representative of the Year nominee (SAAGNY); and 2020 Regional Sales Manager of the Year (Tekweld) amongst other accolades.



Nick Valentini, Mike Valentini Promotions

As Nick enters his ninth year in the promotional products industry, he is continuing to learn and be challenged by a dynamic and ever-changing environment. Given the last year, he sees many formidable challenges to the existence of the industry as we know it. Government regulation, mergers and acquisitions, and world events all will play a sizable role in every aspect of the industry and how we as a community grow, innovate and expand. However, the most encouraging and embracing aspect of the promotional products industry has always been the people. Having worked on both the supplier and distributor sides of the business, Nick is always surprised at the warmth, good nature and genuinely kind people he has met in this industry. Nick is encouraged that we, as an industry, will rise to meet the challenges of the future holds.



Alexis Wahl, Allen Company

Alexis Wahl is a Graphic Artist/Product Specialist at the Allen Company. Alexis graduated from Art School in San Francisco, and joined the Allen Company in the Arts and Graphics Department. Alexis quickly showed knowledge and deft skill to rise up and earn a promotion with increased opportunities. Alexis has been instrumental in two areas where the company has expanded: vinyl decorating on our coolers and getting Allen Company/AllenColorcraft into our yoga brand Manduka yoga mats and towels. She was originally hired as our inside Graphic Artist, but has never only done “just” that. She stepped up to help organize our warehouse, setting up locations and making inventory more efficient. Alexis has always been willing to step outside her comfort zone, step up to help, and step in to any new adventure or project. She is not only a giving person in

her work life, but also in her personal life. Whether it's attending bike rallies or fund raisers, she is there to help people in need. She is a true asset to The Allen Company and a blessing to know personally.



Keith Zasowski, Insane Apparel

Keith is the owner of Insane Apparel and has been in the promotional products industry since he was 18 years old. Keith is a strong supporter of SAAGNY and can be frequently championing the value of being a member. Insane Apparel was the recipient of the Contract Decorator of the Year Award in 2018 and 2019.

SAAGNY Award Finalists

SAAGNY Supplier of the Year (Annual Sales Below \$40,000,000)

AAA Innovations
Midnite Snax
Raining Rose
Starline

SAAGNY SUPPLIER of the Year (Annual Sales Above \$40,000,000)

Alphabroder/Prime
Garyline
Goldstar
Tekweld

SAAGNY SUPPLIER Sales/Factory Representative of the Year Award

Mark Charbonneau – AAA Innovations
John R.B. Cudahy, MAS, MASI - Raining Rose
Jeff Hinds - ETS Express
Brittany Tiringer - Tekweld

SAAGNY Customer Service Representative of the Year Award

Will Flores – Tekweld
Scott Mangalinx – alphabroder
Gary Picott – AAA Innovations

John J. Pagano Multi-line Representative of the Year

Josh Brooks – Brooks & Brooks
Mark Larned – Freedom Line Marketing
Ken Rode – CB Corporate Sales
Richard Spector – Spector Marketing Group

SAAGNY Decorator of the Year

Insane Apparel
Modern Stitch
One In A Million

SAAGNY Supplier Technology Award

Alphabroder
Koozie
PCNA
Peerless

SAAGNY Humanitarian of the Year Award

Brett Coplin – Imprint Marketing Concepts
Gail Deutchman – Distinctive Promotions
Joan Lasser – Promotional Concepts
JP Scarisbrick – JP Scar Inc.

Voting begins tomorrow – Check your Inbox.

*Winners Announced Live at the SAAGNY Holiday Party and Awards Celebration,
Wednesday, December 8, Glen Island Harbour Club, New Rochelle, NY
Awards supplied by Orrefors & Kosta Boda*

SAAGNY Award Finalists

SAAGNY Distributor of the Year Smaller Distributor

JP Scar Inc.
Larick Associates
Metrographics

SAAGNY Distributor of the Year Larger Distributor

Barker Specialty Company
Imprint Marketing Concepts
Industrial Contacts
SBS Promo
Stackable Sensations

SAAGNY Distributor Technology Award

Axis
JP Scar
Geiger
HALO

SAAGNY Humanitarian of the Year

Brett Coplin, Imprint Marketing Concepts
Gail Deutchman – Distinctive Promotions
Joan Lasse – Promotional Concepts
JP Scarisbrick – JP Scar

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Awards supplied by Orrefors & Kosta Boda

Member Spotlight



Phil Masiello

What is your title/role at Hygrade?

I am VP-Sales for the Promo Division and have been with them for 35 years. Aside from managing my own direct sales and client base I provide support to our other promo sales people.

What do you like best about your company?

You have heard the term “Less is More”. That is particularly true at Hygrade. We have a mature, entrepreneurial-minded sales team that does not require any babysitting or hand-holding. There are no quotas, forecast, or specific levels of expectations to be met. Each member of the sales team realizes the more they sell, the more they make. Hygrade is there to support on the front and back ends of the sale with both CSR and Accounting departments to allow the reps to simply sell.

What is new and upcoming with your company?

This is a tough one to answer. According to Print & Promo Magazine, Hygrade is one of the Top 50 Print / Promo Distributors in the Industry but aside from sheer volume and our corporate infrastructure there isn't much new except for tech support upgrades on our company store platforms. The “new and upcoming” most definitely comes from our vendor pool who supports us with new product blast and continuing education most recently with Zoom Calls and trade shows. Because of our size, we gain the best benefit of attention and support from all the major promo suppliers. The “New & Exciting” is us gleaning the aggregate innovations and ideas from our top suppliers. The key for us at Hygrade is the way our CSR's and Sales support team retain that knowledge so we can pride ourselves in being some of the most knowledgeable and resourceful Promotional Marketing experts in the industry

Tell us something about you that most people may not know.

Wow! I am as transparent as they come.....but not everyone knows that I have 8 grandkids with the oldest two being 11 and since all 8 are very active in sports, every weekend it is “have chair, will travel” to various soccer, lacrosse, wrestling and football games. All four of my kids were athletes and I am a firm believer that each sport provides life experiences that build one's character. I enjoy that I get to watch that growth through a grandparent's eye.....and no pressure. As they say “if I knew having grandkids was this much fun, I would have had them first”

Member Spotlight



Phil Masiello

If you could choose any profession other than your current one, what would it be?

If you haven't guessed after the last question, my dream job would be a teacher/football coach. While I did play through college and into several years of semi-pro ball, I have loved the game for what it does to build character and as a coach I would be able to impart that knowledge on the players. No sport provides more real-life challenges than football. I was, in fact, a football coach for about 18 years while on both the Pop Warner and High School levels, but the money wasn't there to satisfy the lifestyle. If I ever do win a lottery.....I will coach again!!!!

What is your favorite quote (movie/literary/personal)?

Lombardi

"Perfection is not attainable, but if we chase perfection, we can catch excellence"

"The difference between a successful person and others is not the lack of strength, or knowledge but rather the lack of will"

What is your passion?

I spent the first 20 years of my sales career as one of the top print sales reps in the industry. Specifically, at Hygrade, I watched many of my colleagues hit retirement age and lose their heart and their desire to work. Instead of looking for new, exciting things to sell they chose to "become extinct". That's not me. The print industry has changed tremendously over the last 15 years. It used to be about personal relationships and a proven track record were enough to make you successful in the industry. Instead, it became "pricing wars". With less print being produced and more sales reps looking for business, there was no strategy or sales ability that would get you the order. Print sales became a numbers game.

I was a top sales rep and I was determined to use my sales abilities and C-Level contacts keep me on top in a new arena..... enter Promo Sales. Back in the mid '90s Hygrade had purchased a distributor who had a good percentage of their sales in Promo, and although all the print sales people were introduced to the industry, very few of them took advantage of the new Market including myself.

It took me 5 years of frustration in print sales, to finally start blending Promo in too many of my clients. Within the next year, I was concentrating totally on selling Promotional items on a B-to-B level with many of the Marketing departments I called on for print.

Member Spotlight



Phil Masiello

What I found out was that there was a creative side to my brain that was never utilized in selling print. Now people are asking for “IDEAS”. I was “brainstorming” with CMO’s for rebranding and product launches. This was far more enjoyable and fun for me than selling conventional printed items, where you are given a file and told to print it. Now, I am part of “the plan”, helping to develop a program.

And while I have advanced to retirement age myself, I am energized and invigorated with these new skill sets I have mastered. It is much more work than print sales because of the continuing education required as well as maintaining solid vendor relationships.

I have developed a great niche in the market by concentrating solely on corporate branding initiatives and C-Level relationships. There aren’t many sales reps in the promo industry that have that level of experience in that environment and I have seized the opportunity. I have worked hard to get to the point where I can once again be considered one of the top sales people in the promo industry.

In short, it comes down to my desire to remain viable, a top producer, while getting to use the creative side of my brain that was underutilized for many years. It has provided me with the passion I need to be doing this for as long as I physically want to

What drives you?

There has to be a reason to get out of bed every morning and have you gone through the same routine every day. There is an emotion that creates the movement and for me the emotion has always been fear. Fear of losing, fear of failure, fear of losing the edge. You would think that being successful in sales for as long as I have would give me pause to want to step back and reap the benefits. Not true..... i actually have to work harder to stay on top. I need to know the new products and technology out there so I can talk about something no one else has mentioned to clients. I cannot lose what I have earned not just financially, but reputation-wise.

I have an “old school” mentality..... email correspondence took some time to get used to and so has the internet. I have Linked In for contact but I don’t blog to this point nor do I have a Twitter or Facebook page. I have mastered the new tech tools I need to survive in this business-like Sage Software, Google and other support tools, but I rely on my old school drive and business acumen to remain viable and current in an ever-changing industry. My sales skill sets, and follow-up techniques many times create opportunities that my clients didn’t even know existed before i communicated with them. There is a skill and a fine line between

Member Spotlight



Phil Masiello

being a Pro-active sales rep, and a PEST.

What drives me is what I call “THE CHASE”. It is the art of infiltrating and getting past that gatekeeper, and getting new contacts and new business. Every C-Level person has a gatekeeper or a way to avoid interaction with a new sales rep. In the 80’s it was that office receptionist. We had to do everything we could to get information from her on the decision maker. In the 90’s it was more of the personal assistant or secretary. You could never get to speak to the decision maker because she fielded the calls. However, she most likely leaves @ 5:00 and the boss remains behind.....unarmed and unprotected.

Since 2000, emails and cell phones have been the main conduit to creating new opportunities and I have been able to do that by proactively imparting information without looking for or expecting a response. A week or so later they get some other information from me. Eventually many of them ask me for assistance on a project which is where I am able to separate myself from any competition.

The last 20 months or so has been more difficult because of COVID. While all businesses have suffered, I still have found some creative ways to communicate with new potential clients in this new totally virtual sales world.....inviting them to attend vendor webinars. I’m not here to sell anything, just sharing information.

I, like everyone else, must get 30 -40 emails a day from Lead Generation companies who claim to have the LIST. Hygrade tried one of these a few years ago and it was not successful in the least. The best lead generation programs are the ones you build yourself with a lot of Hard work and the “covert ops”

As long as I have the love for what I do, the drive to do it, and the ability to “Chase” new opportunities, I could see myself doing this for another 20 years. LOL!!!

Member Spotlight



Jeff Policard

What is your title/role at Vu Line?

Marketing Director/Business Development

What is new and upcoming with your company?

There is a lot going on right now to help better serve our partners, including a new website as well as innovative products such as Tradeshow In a Bag™ recently nominated, Best Product of The Year!

Tell us something about you that most people may not know.

I'm sure there is a lot of you did not know that I'm passionate about film making, if you've seen our company short movie, you'll see what I mean. I also used to be a musician back in my day!

If you could choose any profession other than your current one, what would it be?

I love what I do but if I could chose another profession right now, I'd either be a film maker or a basketball coach.

What is your favorite quote (movie/literary/personal)?

I have so many quotes that I love but this one is coming to mind now: Positivity always wins

What is your passion?

My passion is to continue to grow as a person and be the best possible person I can be.

What drives you?

What drives me are my children. I want the best for them so for me to do that, I must be the best I can be as well.

Where did the name SAAGNY come from?



Who better to ask, than my 90-year-old Father-in-law, the oldest living past President of SAAGNY!

Howard Silverman started in the industry in 1955, but in 1960 he became a member of the Advertising Club of the Tri State Area. As soon as he became President in 1965, he immediately changed the name. The reason being...he wanted to have a group Specialty Advertisers instead of a club. The acronym SAAGNY for the Specialty Advertising Association of Greater New York is still used today. He wanted to create inclusiveness in the industry on both the supplier and distributor side. He said “everyone was friendly competitors”

To create a place of business along with fun, Howard brought the trade show to the Concord Resort in the Catskills. He said it was the 1st big successful show that brought the organization out of the red and into the black. Everyone LOVED the Concord show. Wonderful trade show and at night were dinners and shows. Of course, tennis and golf tournaments were included there as well.

Holidays parties in the early years were an ALL-family activity usually held on a Sunday with a visit from Santa.

From early on, SAAGNY spurred relationships which now continue today.

Beth Silverman
The Vernon Company



MAKE MONEY WHILE YOU SLEEP

Tap the \$40 billion market for business gifts, rewards, recognition, and gifting and engagement technologies

Learn on demand and get help help closing sales.

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SAAGNY Member News

LABEL WORKS NOW OFFERING FLEXIBLE PACKAGING

“Be a part of the fastest growing trend in Packaging”

Label Works is thrilled to announce the launch of its flexible packaging solutions program to support sales opportunities in the food and nutraceutical verticals, among others. With over 30 years of experience creating labels for brands and everyday personal and commercial use, Label Works continues its on-going focus to help reseller partners add additional value for their clients.

“We are excited not only for the launch of this solution set, but to work with our distributor partners as THE source for custom full-color, end-to-end flexible packaging products. Along with making sure branding stands out front and center from all the rest with eye-popping shelf appeal.” Says Rick Haman, General Manager at Label Works. “Whether you are new to flexible packaging or looking for a new supplier partner, we are positioned to work with you every step of the way in assisting your client with flat and stand-up pouch options used for food items, baking, health products, pet treats and more.”

Please contact your Label Works customer service representative for additional information, assistance, or samples.

About Label Works:

Your Label Printing Powerhouse. We are a custom label printing company located in south central Minnesota, and our specialty is creating a wide variety of high quality labels quickly, efficiently, and beautifully! When you peruse our website, you’ll see that Label Works can create labels for just about anything under the sun. Stickers, decals, water bottle labels, window decals, bumper stickers are just a small sample of our capabilities. Our freeform™ technology, allows us to utilize digital printing and laser die cutting to create labels of any size and shape. For more information, visit us at www.labelworks.com

Incentive Concepts Acquires Leading Canadian Rewards Provider, KLF Group

New partnership bolstered by KLF’s full-service capabilities, proprietary technology, and portfolio of brands

SAAGNY Member News

Incentive Concepts is pleased to announce the acquisition of KLF Group, a Canada-based, full-service rewards provider, effective August 1, 2021.

Under the finalized deal, KLF Group and Incentive Concepts will operate as sister companies covering North America, with Incentive Concepts managing business in the U.S. and KLF managing business in Canada. KLF's Chief Operating Officer, Hyun-Hee Pyun, will continue to lead the company.

The new partnership is underscored by multiple synergies, with Incentive Concepts and KLF Group sharing many of the same values and workplace culture attributes. Both companies are fully committed to fostering an environment of empowerment where ideas are valued, continuous individual growth is encouraged, and the sky is the limit. Both companies recognize the opportunities this partnership presents and are excited at the possibilities that lie ahead.

In joining forces, Incentive Concepts gains an opportunity to further bolster its superior customer service and reward fulfillment capabilities with KLF Group's proprietary supplier technologies and state-of-the-art systems. KLF represents more than 400 brands, inventories all products in an owned and operated warehouse, and prides itself on having industry-leading response and ship times.

"We were intrigued and excited about this opportunity from the start" said Joe Reinberg, President & CEO of Incentive Concepts. "Both companies share similar cultures and our management teams meshed very well. Our strengths complement each other in a way where, once properly integrated, both companies will possess increased capabilities to provide customers, as well as suppliers, a more robust offering of solutions."

KLF Group brings powerful in-house expertise regarding rewards program management. The company has overseen several of Canada's most prestigious loyalty programs. Furthermore, through the acquisition, KLF Group gains access to proven marketing strategies and best practices that have helped solidify Incentive Concepts as a leader in the rewards & recognition industry.

"We felt that Incentive Concepts was the perfect partner to take our incentive programs to the next level" said Hyun-Hee Pyun, KLF's COO. "With their experience and our expertise, we will be able to learn from

SAAGNY Member News

one another and perfect our services as leaders in our industry, while customers will continue to be served by the same Canadian team in the same place."

Together, Incentive Concepts and KLF Group are set to usher in a bold, new era of rewards and recognition, defined by unrivaled product selections, seamless operations, and technological innovation.

KLF and Incentive Concepts would like to thank their partners at PricewaterhouseCoopers Corporate Finance, Affinity Law Group, Robinson Sheppard Shapiro, BDO, Richter, and Enterprise Bank & Trust for their hard work, guidance, and diligence throughout this process and getting the deal closed successfully.

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Maple Ridge Farms Launches Gourmet Gifts with Pasta and Pasta Sauces Imported from Italy

The leading gourmet gift supplier in the promotional products industry, Maple Ridge Farms, announces a line-up of new gifts featuring an array of gourmet provisions, including Pasta, Pasta Sauces, Antipasto, and more, made in Italy <https://mapleridge.com/categories/italian-gourmet-gifts>. Paired with each gift is a fire-branded wooden serving board. "We're devoted to providing an amazing brand experience with every gift," said Tom Riordan, President of Maple Ridge Farms. "This new collection allows everyone in the home to share the gift, while creating exciting new memories."

Founded in 1979, Maple Ridge Farms has won more PPAI Supplier Star Awards and ASI Counselor Distributors Choice Awards than any food gift company in history and is the leading supplier of gourmet food gifts to the promotional products industry. Their line includes a complete variety of naturally aged cheeses, premium chocolates, fresh-roasted nuts, made-from-scratch baked goods, ice cream, and smoked meats, all presented with innovative packaging. For more information on the company, visit their website www.mapleridge.com.

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Maple Ridge Farms Launches 14 New Charcuterie Boards in Response to the Rapid Growth of this Market.

SAAGNY Member News

Maple Ridge Farms, the leading gourmet gift supplier in the promotional products industry, announces the addition of 14 new charcuterie boards to its already-expansive line-up of cheese packages <https://mapleridge.com/categories/cheese-assortments>. Many of their cheeses have been awarded Gold Medals in competitions throughout the world, and all cheese packages include a branded serving board or slate plate. Its premier gift features four cheeses that have won First Place or the Gold Medal in international cheese competitions <https://mapleridge.com/categories/cheese-assortments/19030?sku=L9030>. “Cheese packages and charcuterie boards are fantastic options for anyone who wants to send a gift that can be shared. Everyone craves new experiences, and these gifts are an exciting way to provide just that,” said Jodie Schillinger, Executive Vice President of Maple Ridge Farms. “Sharing that experience makes it even more unforgettable!” Visit the Cheese Assortments category at mapleridge.com to view all the amazing cheese packages, including the Artisan Gold Medal Cheese Collection.

Founded in 1979, Maple Ridge Farms has won more PPAI Supplier Star Awards and ASI Counselor Distributors Choice Awards than any food gift company and is the leading supplier of gourmet food gifts to the promotional products industry. Their line includes a complete variety of naturally aged cheeses, premium chocolates, fresh-roasted nuts, made-from-scratch baked goods, ice cream, and smoked meats all presented with innovative packaging. For more information on the company visit their website www.mapleridge.com

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alphabroder | Prime Line® Launches Green Team Initiative

alphabroder | Prime Line, leading supplier of branded apparel, accessories, and hard goods in North America, is pleased to announce the launch of its, “Green Team Initiative.” After 15 months of working closely with the supplier community and within its facilities, the initiative is taking root. The company journeys down a new path with the ultimate goal of creating an environmental, social and governance corporate platform that is both meaningful and measurable.

SAAGNY Member News

“Sustainable practices are as important today as product safety, fair labor & supply chain safety were ten years ago. Our industry invests considerable resources to maintain & verify product & supply chain safety and socially responsible supply chain practices. In 2020 alphabroder | Prime Line allocated additional resources to examine our sustainability protocols and establish a Corporate “Green Team” initiative. The “Green Team” is a dedicated cross-functional team passionate about all things sustainable.” Says Andrea Routzahn, Chief Merchant, alphabroder | Prime Line.

Education and awareness are key components of alphabroder | Prime Line’s sustainability efforts. With that in mind, they have created a 3-factor method for validating the products in their assortment with accurate & verifiable global sustainable components, sustainable manufacturing practices and a responsible mindset.

The initiative has kicked off and is now live on alphabroder.com and alphabroder.ca and where you’ll find search filters that allow you to explore by product category; by brand; or all products.

1. Styles with Sustainable Materials contain all or a portion of verified sustainable fibers or materials.
2. Styles with Sustainable Manufacturing have been validated across a wide range of fabric and product manufacturing practices validated by globally recognized organization.

Styles with Responsible Mindset are from brands with social and sustainable “give-back”™ policies directly linked to the products sold in the industry. It also recognizes products designed specifically to reduce use of disposable products, products designed to be easily recycled and products designed to reduce packaging waste.

Additionally, the launch includes enhanced product fabric and features information added to the appropriate product descriptions.

Customers can look forward to a robust ESG microsite that illustrates alphabroder | Prime Line’s™ ever-evolving commitment to being a corporate leader. Their Corporate Core Values serve as the guiding principles to approach Sustainability, as well as Diversity, Equity, and Inclusion (DEI) initiatives. The future microsite will feature the celebration and contributions of employees, along with an unwavering attention to sustainable products/practices, rising to exceed the expectations of today’s™ climate.

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SAAGNY Member News

About alphabroder | Prime Line®

alphabroder supplies branded apparel and accessories to screen printers, embroiderers, promotional products distributors, athletic dealers, and other businesses. alphabroder is the union of six apparel suppliers: Alpha Shirt, Ash City, Bodek and Rhodes, Broder Bros., NES Clothing and Imprints Wholesale, combining decades of experience in the promotional apparel industry. In 2017, alphabroder® and Prime Line® merged to create the industry's first true 'One-Stop-Shop' for promotional products - raising the bar on convenience, service and solutions. And expanding alphabroder's product and service offering to include hard goods.

Member Spotlight 2

PCNA Partners With Top Mobile Power Brand mophie

mophie is a global leader in portable power and mobile charging technology

PCNA is thrilled to announce that they've expanded their family of brands with the addition of their newest retail partner, mophie®, a global leader in mobile charging technology. This partnership significantly strengthens PCNA's position as an industry leader in tech.

When asked about the new partnership, Liz Haesler, chief merchandising officer for PCNA says, "We are ecstatic to add mophie to the PCNA brand family with the launch of seven new power banks and wireless charging pads. We're always looking to bring popular products into promo at the same time they're getting hot in retail. And mophie is such a huge name in charging technology, so we couldn't wait to bring them on board. It comes at a great time, too. With travel restrictions winding down, people are getting out and exploring more than ever, creating tons of demand for portable charging technology." Haesler continues, "As a tech leader in promo, it's important for us to offer the best selection in the industry. We want our customers to feel that they can rely on us to fulfill their needs, and mophie helps make our assortment that much better. We're elated to offer mophie products as part of our tech selection."

"At mophie, we see ourselves as the leader in portable power and mobile charging technology, and we know PCNA is recognized as a tech leader within the promotional products industry," said Chris Ahern, chief executive officer for mophie. "We're excited to partner with such a world-class team in our pursuit of solving the need for power."

By housing mophie inventory at their warehouse, PCNA can accommodate large orders through both inventory and their best-in-class decorating capacity. Better yet, by inventorying products on-site, PCNA will be able to accommodate quick-turn orders through their SureShip® service so customer orders can ship out next-day if needed.

"We're also excited to add mophie products to our Perfectly Packaged™ program," Haisler mentions. "Mobile charging tech makes a great gift for anyone, especially when it's a popular brand like mophie. And now we can take it a step further by giving customers the option to combine mophie products with other PCNA items for a custom gift box that can be drop shipped directly to people's homes or offices. It's a game-changer for gifting."

Member Spotlight 2

PCNA currently has an assortment of seven mophie power banks and wireless charge pads, all of which are sold decorated. You can view the entire mophie collection at PCNA.com.

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About PCNA

PCNA is a wholly owned subsidiary of Polyconcept, the world's leading promotional products supplier. With headquarters near Pittsburgh, Pa., PCNA operates Trimark, Leed's, Bullet, JournalBooks and ETS Express, offering customers the industry's biggest and most diverse collection of products. To learn more, go to www.pcna.com.

SAAGNY

2022 Showcases



Tuesday, January 25, 2022

Crown Plaza Hotel, Suffern NY

This event is for promotional products distributors only.



Tuesday, May 17, 2022

Metropolitan Pavilion, NYC

This event is for promotional products distributors and their clients.




October 16-19, 2022

Harrah's Atlantic City

Presenting AWSome Office 360

Your worry free back office solution



Manage unpredictable order volumes

Reduce order management Cost by 40%

No resource, training & retention worries

Real time processing of art & order – 24/5 operation

Save management time

Highly experienced processing over 1.5 mil art & orders a year

Control rising health insurance cost

Reduce infrastructure cost

Dedicated teams delivering 99% accuracy

Business continuity rain, snow or storm

State of the art infrastructure

Today managing growth and increasing the bottom line in the Promotional Industry is a tough act. The challenges are many: Unrelenting business pressure accelerated by shifting market dynamics – greater competition, shrinking margins, faster turnarounds and ever rising customer expectations. Clearly growth can come only from finding means to further improve efficiencies and reduce costs whilst aggressively pursuing growth through better quicker service. At AWS we understand and have built an organization that's geared to meet your challenges and deliver.

Over 100 top Suppliers & Distributors are using this to gain cost & service advantage. You can enjoy these benefits too. Get in touch NOW!

AWSOME Office 360 – Your seamless back office

Art • Order Processing • Paper Proofs • Virtual Samples • Sample Orders

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