

SAAGNY

Life

October



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2020 SAAGNY Board Of Directors



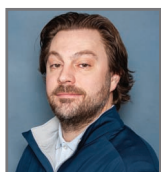
PRESIDENT
Paul Sprunk
Paul W. Sprunk Associates (MLR)



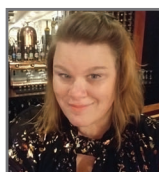
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Michael Reisbaum
Blue Generation (S)



IMMEDIATE PAST PRESIDENT
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Raining Rose (S)



DIRECTOR
Natasha Jinks
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DIRECTOR
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DIRECTOR
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From The President



What a year this has been! As we enter the fourth quarter of this crazy 2020, I am once again saddened that we must cancel our last event of the year. The Holiday Party and Awards Celebration scheduled for early December has been postponed to 2021. This decision was based on the rules and limitations of New York State as to the number of guests allowed indoors. This event is a great way to get to know the new Board of Directors as well as a great social event. As DJ affectionately calls our Holiday Party the "wedding on a Wednesday", we will have to wait another year for another great "wedding" event!

As you have read, Promotions East has returned to SAAGNY's list of premier events. A Committee is being assembled to review options, locations, and venues for a redesigned and reimagined 2021 Promotions East. Since no one can predict the future of trade shows, we are contemplating all scenarios.

SAAGNY held their annual meeting on Thursday, September 24. I am happy to report we have two new Board members, Joe Favre, Vanguard, and Jeff Jacobs, Jack Nadel International. Both Joe and Jeff are distributors based in New York. I feel confident in the future of SAAGNY with these additional new board members.

SAAGNY is working on its plans for 2021 Winter Show. We are looking at options to hold a safe, socially distant, mask wearing event on February 4. I am sure most of you, as I am, are eager to get back out to a trade show. I strongly believe regional trade shows in 2021 will be much more important than national shows.

I hope the fourth quarter brings all of us more business. Please don't forget to vote November 3.

Paul Sprunk
SAAGNY President

From The Saagny Foundation

Hello Friends,

As the summer winds down, I am appreciative of the sunny, warm days spent outdoors with friends and family. As we soon enter the fourth quarter, our thoughts turn to the holidays and giving back.

In the past, one of the programs at the SAAGNY Foundation was our Pen and Pencil Drive. We had put this program aside for a few years to focus on other programs. We are now ready to bring this great program back!!

We are looking for Suppliers to give us misprints and discontinued pens/pencils/markers. If you are in the Tri-State area, we will make arrangements to pick the donation up from you directly. Any other Suppliers outside this region, we would happily receive your donations by mail. Your pens, pencils and markers will be sent to schools in low-income areas throughout NY/NJ/CT. These donations will make a tremendous difference in the education of these children.

As a thank you for donations, we will be listing all of the Suppliers who donate to this great cause in the SAAGNY newsletter and on the SAAGNY website.

Donations by mail, please send to:
SAAGNY, c/o Donna-Jean Plante
50 Tice Blvd Suite 340
Woodcliff Lake, NJ 07677

Please contact me if you have any questions – Melissa.cas@pacesetterawards.com or 908-675-0226

All the best!

Melissa Casey

The SAAGNY Foundation Chair

From the Executive Director



From the Executive Director

Welcome to Fall!– only three more months and finally....2021!

SAAGNY went virtual for its Fall Show this year. There were about 50 suppliers participating in five 1-hour shows held over the course of the week of September 14-18. Each show was game show themed and included prizes and fun. These shows for distributors were attended by more than 470 distributors over the course of the week. Each 1-hour show was broken down by a particular market segment– Fourth Quarter Gifts, Getting Back To Work, Made In the USA, etc. Did you miss this – the recordings can be found on the members-only page of the SAAGNY website.

SAAGNY has continued to organize webinars for you to “learn at home”. Please visit the SAAGNY website as new webinars are being added daily. 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 on the members-only page of the SAAGNY website.

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.

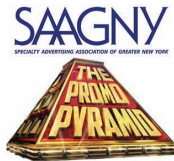
Make sure you check out all of the member features and benefits – SAAGNY Job Board, SAAGNY Member Directory, and SAAGNY 2020 Coupon Book!

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

Best,

Donna-Jean

Did You Miss Any of the SAAGNY Game Shows?



Did YOU Miss SAAGNY Game Show Week?

Each day the week of September 14-18, a different show, different theme, FUN, PRIZES, and More.

Monday - Who Wants To Be A Promo Star?? Featuring Fourth Quarter Gifts

Monday's Prize Winners

Donna L. - \$15 Gas Gift Card

Diana K. - Sasquatch Bag from AAA Innovtions

Lynne D. - Blanket from Terry Town

Larry J. - Epicurean Set from Victorinox

Trish G. - Gift Box for her AND her Client from Fairytale Brownies

Beth S - Blanket from Logomark

Randi G. - Cheese Board from Logomark

Ian M. - \$250 Amex Gift Card

Monday's Presenters!

Jason - JSA, Mark - AAA, Eileen - Fairytale Brownies, Dale - IMC, Pam - Logomark, Ken -

Maple Ridge Farms, Mark - Terry Town,

Danielle - Victorinox

Did You Miss Any of the SAAGNY Game Shows?

Tuesday was Promo Pyramid Featuring Top Sellers Tuesday's Prize Winners

Gail D. - Backpack from The Magnet Group

Eric B. - Backpack from The Magnet Group

Nancy L. - \$15 Gas Gift Card

David F. - \$15 Gas Gift Card

Aimee Z. - \$15 Gas Gift Card

Rachel L. - \$15 Gas Gift Card

Lynn M. - \$15 Gas Gift Card

Scott K. - \$15 Gas Gift Card

Megan M. - \$250 Amex Gift Card

Tuesday's Presenters!

Blaine - American Ad Bag; Sean - Charles River Apparel; Matt - EG Pro; Jon - Hit; Mike - Starline; Craig - Sweda; Jacob - The Chest; Christian - The Magnet Group; Brian - Vantage; Nancy - Bag Makers

Wednesday was The Promo is Right Featuring Getting Back to Work Products

Wednesday's Prize Winners

Meryl H. - Sherpa Blanket from IMAGEN

Gail D. - 100 Pilot Pens from MVP Promotions

Joan W. - Safety Sample Kit from ERB

Peter B. - \$15 Gas Gift Card

Joe O. - \$15 Gas Gift Card

Elissa M. - \$250 Amex Gift Card

Wednesday's Presenters!

Michael R. - Blue Generation; Lou B - ERB; Jackie W. - IMAGEN; Teresa J. & Mark C. - Showdown; Ross S. & Brittany T. - Tekweld; Ty B. - Timbuk2; Walter B. - Team Walter B; Mike V. - MVP Promotions

Did You Miss Any of the SAAGNY Game Shows?

Thursday was Wheel of Promo Featuring Products Made in the USA

Thursday's Prize Winners

Gail D. - Barrier Shield from Pacesetter

Fay H. - Coleman 100 Qt Extreme Cooler from Hoffman & Edgette

Diane K. - Free Spec Sample from BIC

Eric M. - Free 100 piece self promo from Raining Rose

Laurie S. - Free 100 piece self promo from Raining Rose

Denise W. - \$15 Gas Gift Card

Phil M. - \$15 Gas Gift Card

Alix B. - \$15 Gas Gift Card

Tina M. - \$250 Amex Gift Card

Thursday's Presenters!

Dave G. - Aakron; Adam M. - BIC Graphic; Patrick B. - Coloring Book Solutions; Pete G. - CPS Keystone; Tom C. - Fey Industries; Rick L. - Garyline; Charles D. - Goldstar; Katie L. - Hoffman & Edgette; Melissa C. - Pacesetter; John C. - Raining Rose

Did You Miss Any of the SAAGNY Game Shows?

Friday was You Have Five Minutes to Sell It Featuring Products on Trend

Friday's Prize Winners

Lucy P. - 200 Self Promo Pens from Riteline
Scott K. - 200 Self Promo Pens from Riteline
Denise W.- 200 Self Promo Pens from Riteline
Jodi F. - 3M Steel Dispenser
Larry J. -- 3M Steel Dispenser
Rachel L. - 3M Steel Dispenser
Bob S. - \$15 Gas Gift Card
Joyce P. - \$15 Gas Gift Card
Silvia V. - \$15 Gas Gift Card
Aimee Z. - \$15 Gas Gift Card
Victor D. - \$15 Gas Gift Card
Fay H. - \$15 Gas Gift Card
Al V. - \$15 Gas Gift Card
John I. - \$15 Gas Gift Card
Steve K. - \$250 Amex Gift Card
Chris B. - \$250 Amex Gift Card

Friday's Presenters!

*Misty F. - 3M; Brad A. - Cloth Promotions; Jamie W. - Corporate Confections; David G. - Coast-
erstone; Jason B. - Galaxy; Bryan M. - Peerless; Rob C. - Riteline; Karen S. & Eddie B. -
Sanmar; Murray S. - Towel Specialties; Paul S. - Webb Company*

*Missed any of our shows - they were recorded and can be found on the
Members Only Page of the SAAGNY website.*

change of scenery



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Offer valid September 1 – October 31, 2020. One-time use only. One special offer per order only. Catalog quantity only. Can be used on any end-user order but cannot be used in conjunction with other promotions, including co-ops or special quotations. All other terms and conditions apply. No cash value. Order must be placed at bicgraphic.com. Void if altered, copied, transferred, traded, sold or where prohibited, taxed or restricted by law. BIC®, the BIC Graphic logo, bicgraphic.com, Good Value®, Universal Source® and all related trademarks, logos, and trade dress are trademarks or registered trademarks of BIC Graphic and/or its affiliates or licensors in the United States and other countries and may not be used without written permission. ©2020 BIC Graphic, Clearwater, FL 33760.

New Officers

SAAGNY ELECTS NEW BOARD OF DIRECTORS

The Specialty Advertising Association of Greater New York (SAAGNY) elected four industry veterans to serve on the Board of Directors during its Annual Meeting this week. All terms begin on January 1, 2021.

Joe Favre, Vanguard, and Jeff Jacobs, Jack Nadel International, were elected to the board and Christian Brandt and Michael Reisbaum, Blue Generation, were elected to a second term. These Directors bring many years of industry experience to the Board of Directors and a fresh perspective as SAAGNY enters a new chapter in its existence.

SAAGNY President Paul Sprunk, remarked: "Congratulations to our two newest board members, Joe Favre, Vanguard, and Jeff Jacobs, Jack Nadel International. As I enter the final quarter of my Presidency, I am confident in the future of SAAGNY in regards to our returning Board members and those newly elected."



IMAGEN Brands Introduces 3 NEW Ways to Reach Your Audience

Mason, OH - September 3, 2020 IMAGEN Brands is excited to introduce 3 NEW Ways end buyers can reach their audience this holiday season. This includes a brand-new Drop Ship program (available through December 31st), Personalization, and additional imprint locations added to select Drinkware. It is now much easier to spread holiday cheer to those most important to you. See more detailed information below.

- **Drop Ship program** - deliver select Drinkware, Plush and ShedRain® Umbrellas to a customer's front doorstep
- **Personalization imprinting** - choose from over 50 Drinkware items and personalize by adding individual names and a heartfelt message
- **MORE Imprint Locations** - promote your brand on handles and bottoms on select Drinkware

"Our goal is to make it easy for you to meet your customer's needs and create a deeper connection. Offering personalization and the ability to dropship select product to everyone's doorstep assists in completing the order cycle," says Lisa LeMond, Vice President of Sales and Customer Service.

Be sure to check out all of this and more in our 2020 Gift Guide.

DOWNLOAD YOURS HERE

About IMAGEN Brands

IMAGEN Brands is a premier Supplier of high-quality hard goods and soft goods in the promotional products industry ranging from drinkware to pens, and bags to coolers featuring top retail brands including Coleman® and ShedRain®. Established in 2017, IMAGEN Brands is headquartered in Mason, Ohio with production facilities in two locations including Crown in Mobile, Alabama established in 1995 and Vitronic in Doniphan, Missouri established in 1914. To view additional information please visit www.imagenbrands.com.



IMAGEN
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Union Factory with 89 Years in Printing and Ad Specialty

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34 Desk Calendar Styles!



15 Planner Styles!

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Upcoming SAAGNY Webinars

Visit Saagny.org to register!

Thursday, October 1 - **LifeForce Your Marketing Agency** with Alan Chippindale

Friday, October 2 – **Would You Do Business With You??** with Glen Rudin

Monday, October 5 – **Friday, October 9 - Promotional Products Work! Week**

Tuesday, October 6 – **PearSox - Jump in Feet First!** with Jesse Baldwin

Thursday, October 8 - **Take a Bite from the Gourmet Gift Market in the Fourth Quarter** with Molly Neises

Tuesday, October 20 – **The Power of Positivity** with Seth Barnett

Wednesday, October 28 - **Meet the Experts: Folder Products and Paperboard Packaging 101** with John Nagel

JUST FOR THE HOLIDAYS



 **Only \$99.00!** 

Give the gift of choice with the Candy Cane Pop-Up. This holiday-themed webstore offers a curated collection of top Vantage styles perfect for gift giving. You can customize the offering with an embroidered logo of your choice (setup included), featured garment colors, and payment options.

CHECK OUT THE BENEFITS



LOW RISK No inventory required.
Offer single-piece, on-demand fulfillment
and we'll dropship directly to the customer.



CUSTOMER SATISFACTION
Recipients get to order exactly what they want.



QUICK & EASY SET-UP We do all the work for
you! Our webstore specialists can have your shop
up and running in 2 weeks or less.



FLEXIBLE Accept online payments,
anytime, anywhere.

Order your store by 11/1 for guaranteed product delivery before 12/24.

View Demo at candycane.brandedcompanystore.com



Contact webstores@vantageapparel.com with any questions.

Your Thoughts for the Fourth Quarter

Your Thoughts for the Fourth Quarter From the SAAGNY Board

President – Paul Sprunk

My fourth quarter assessment is that sales will increase (they can't get any lower!). Companies are eager to thank their employees for all their stay at home work. In addition, there are still some budgets that need to be spent. Finally, as sales meetings, incentive trips and business travel are curtailed companies have more funds to buy promotional products.

Vice President – Rachel Levin

We can all wish for 2020 to be over and hit the fast forward to 2021. What changes with the last digit in a number? Time. I have used 2020 as an opportunity to reflect, prioritize, and chose to evolve, not pause. Life has been challenging but I accept and embrace the challenge. Q4 is just a head start for 2021.

Secretary/Treasurer – Michael Reisbaum

We're entering the 4th Quarter of what is undoubtedly the strangest calendar year in our lifetime. One filled with enormous challenges and (in some cases) incredible opportunity. Here's what we may expect now that we can almost kinda sorta maybe if we squint see the finish line of this terrible virus. When business engines start to rev up again, it's going to happen "en force", I think it's going to be crazy busy - So let's be prepared.

Suppliers: Come to the market fully stocked with "Back to Work" products, noting a new shift toward WFH; BUT ALSO welcoming people back the office. Keep those shelves full of inventory and make an investment in up-to-date decoration techniques and shipping options.

Distributors: Get ready for longer decision-making times and expand your supplier network to include innovative suppliers with new products and options.

To All: Let's focus on responding quickly to requests - End Users aren't going to wait around for answers in this climate. So clean out that Voice Mailbox, scrub your InBox, and answer the phone when it rings!

Your Thoughts for the Fourth Quarter

Immediate Past President – John R. B. Cudahy, MAS

"I'm excited for the 4th quarter. I expect it to be strong for the entire industry. This is the perfect opportunity to spread some love and say thank you to all of those that supported you throughout the year."

Director – Christian Brandt

While the fourth quarter will have great wins, I feel that these will primarily come from existing relationships, and the sales will result from PPE and company stores. We will experience more loss of large annual projects because of the shift from traditionally popular products to PPE items and drop shipments due to Covid-19. The resolution will be based on politics and a general public vaccine, which will assist in balancing out buying habits in the middle of 2021. With the lack of correct answers to the managing of COVID resolution, the peaks and valleys will continue for our industry until the middle of next year.

Director – Trish Glazer

Going into October I see companies and clients now eagerly embracing drop ship gifting for virtual events and meetings. With many now officially on work-from-home status until at least January 2021, clients are realizing the value of boosting moral and letting people know they are still thinking of them, and business is still moving forward. Already we've had terrific responses to drop shipped gifts that have led to several referrals. I would advise making this message priority for 4th quarter marketing into 1st quarter 2021.

Director – Natasha Jinks

Remind our customers and staff especially this year to Thank, Acknowledge and be Grateful for everything they have done to keep things healthy and successful. I think we will see bountiful orders showing customers and employees just how wonderful we think they are! All that combined equals a tremendously Positive fourth quarter for all!

Director – Irwin Kotcher

I think the 4th quarter is a great opportunity for distributors to let their clients know, after everything we have been thru in 2020, there has never been a better time to reach out to customers to let them know we are thinking of them, and to thank them for sticking with us thru thick and thin. It is also a great time for clients to stand out from their competition, who may be holding back from advertising and promotions, due to budget constraints.

Director – Sean Kurtzman

Fourth quarter is my favorite time of year for Promotional Products. Never a dull moment and I love seeing all of the new and exciting products that are coming to market!

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B. HS102



C. HS807



D. HS808



UNION
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E. SP118



F. HS103

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A. HS104

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D. HS808

**4 OZ BULLET STYLE
ANTIBACTERIAL HAND
SANITIZER**
AS LOW AS \$2.99 (C)

B. HS102

**1 OZ ANTIBACTERIAL
HAND SANITIZER**
AS LOW AS \$1.25 (C)

E. SP118

**0.5 FL OZ INSTANT
HAND SANITIZER GEL
PACK**
AS LOW AS \$0.95 (C)

C. HS807

**1 GALLON HAND
SANITIZER**
AS LOW AS \$40.00 (C)

F. HS103

**2 OZ ANTIBACTERIAL
HAND SANITIZER**
AS LOW AS \$1.35 (C)

*CAP COLOR & STYLE BASED ON AVAILABILITY FOR CERTAIN SANITIZERS

SAAGNY Member News

AIM Smarter, LLC Welcomes Kirk Ross as New Executive VP of AIM Capital

AIM Smarter, LLC, Philadelphia PA, announced today that Kirk Ross has joined the company as Executive Vice President of AIM Capital, AIM Smarter's full business financing and distributor affiliate support services program. In his new role, Ross will lead the robust expansion of AIM's elite member services as well as working closely with AIM Capital affiliates on strategically growing their businesses, through utilization of AIM's support team and suite of business services.

With over 2,500 member companies in the US, Canada, and the UK, AIM has steadily grown since its inception in 2006 to become the largest distributor organization in the industry. In 2019, to answer the demand of AIM's distributor membership, AIM launched AIM Capital, allowing distributors all the benefits of AIM membership paired with administrative support, marketing services, technology solutions and full-order financing.

A 30-year veteran, Ross's deep industry experience gives him the ability to understand the needs of distributors and what will aid them in their growth journey. Having worked in leadership roles for both Top 40 Supplier and Top 40 Distributor organizations, including AIA Corporation, Starline USA and most recently Towel Specialties, Ross has consistently achieved growth goals and advanced the mission of the organizations he has served.

"We are truly delighted to welcome Kirk Ross into the AIM family," said Nichole Stella, CEO of AIM Smarter. "His experience, energy, and commitment to distributor success in the industry is unrivaled. Kirk will without a doubt, successfully accelerate the program's growth and deliver a second-to-none experience for our AIM Capital distributor affiliates."

"I am elated and honored to serve with AIM's strong leadership team, our stellar staff and our amazing distributor community," noted Ross. "The rich culture of collaboration and innovation that this team possesses, embodies and delivers to the industry is something special. As Executive Vice President of AIM Capital, I look forward to embracing my role head on and driving the success of the AIM Capital program as well as the success and growth of the AIM Capital affiliate community."

As a company founded by Distributors for Distributors, AIM is one-of-a-kind and truly unique in its space within the industry. Members receive unrivaled pricing benefits, technology solutions, professional development tools, and more - all the while maintaining full control of their company, brand and customers. For more information, please visit: www.AIMSmarter.com

SAAGNY Member News

ORBUS EXHIBIT & DISPLAY GROUP ACQUIRES FABRIC IMAGES

Orbus Exhibit & Display Group®, North America's leading wholesale supplier and manufacturer of display, exhibit, graphic and event solutions is proud to announce that it has acquired Fabric Images®, an industry pioneer renowned for design and expertise in the science of fabric architecture.

The merger combines Orbus Exhibit & Display Group's world-class service, quality, print capability and extensive portfolio of signage, portable, modular, fabric structure and custom exhibit and display solutions with Fabric Images' expertise in creating innovative, award-winning, custom fabric architectural solutions for exhibits, events, hospitality, retail and commercial interiors.

"The addition of Fabric Images to the Orbus Exhibit & Display Group family of brands elevates our design and print capabilities in building materials, printed textiles and fabrics. Together we now offer our customers an unmatched combination of elegant design, speed, quality and service in fabric structures, fabric architecture and fabric printing," said Giles Douglas, President and CEO of Orbus Exhibit & Display Group.

Fabric Images CEO Marco Alvarez will become part of the executive team at Orbus, teaching and leading the engineering, design, and consultancy-driven approach to custom fabric architecture with a much larger combined team. "Becoming part of Orbus provides our customers with expanded resources and capabilities across North America, adding a Las Vegas and Canadian facility in addition to a vastly larger Illinois facility.", said Alvarez. "Access to an expansive range of portable, modular, sign and fabric structure solutions, supported by an exceptional team committed to service, promises a limitless future for what we can do for our customers."

About Orbus

Orbus Exhibit & Display Group is a market-leading group of brands that specialize in the manufacture and trade only supply of portable, modular, sign and fabric structure displays used in exhibits, events, and interiors. Brands within the group include The Exhibitors' Handbook®, The Promo Handbook™, Nimlok®, SignPro Systems®, and Fabric Images®. Orbus is a proud member of ISA, SGIA, ASI, PPAI, UPIC, and SAGE; the company boasts G7 Master IDE-Alliance certification and is registered to ISO 9001:2015 for the highest manufacturing quality standards and ISO 14001:2015 for its environmental management system and "green" efforts. Orbus' supply and manufacturing operations reside in Woodridge, IL and Las Vegas, NV. For more information, visit www.orbus.com.

SAAGNY Member News

CHOCOLATE INN | LANCO NAMES NEW NORTHEAST SALES REP: COMPANY VETERAN TAKES ON SOUTHEAST TERRITORY

Chocolate Inn | Lanco (ASI: 44900; SAGE: 52303; PPAI: 111662; PPC: 920802) has named Jon Granek as the company's new Northeast Sales Representative. Granek will be replacing current sales representative, Chris Barlow, who has taken on the role of Southeast Territory Sales Representative. Granek and Barlow's extensive promotional products industry knowledge will help to further enhance the customer experience in the Northeast and Southeast.

"These are exciting changes for Chocolate Inn | Lanco, and our sales team," said Chris O'Connor, VP Sales for Chocolate Inn | Lanco. "Chris is an extremely hard worker and will bring a lot of energy and enthusiasm to the Southeast territory. Jon is an industry veteran with a wealth of knowledge of the Northeast territory, particularly the New York and New Jersey area. I know that he will be able to make an instant impact to help our team as we head into the important 4th quarter holiday season.

Granek comes to Chocolate Inn | Lanco with extensive sales experience —11 years of that in the promotional products industry with supplier Jeltline (now known as Primeline). It is at Jetline/Primeline where Granek honed his sales skills, rising up the ranks to Regional Sales Manager, and having the honor of being nominated twice as a SAAGNY Supplier

Representative of the Year. In his new role at Chocolate Inn | Lanco, Granek will tap into these experiences to help consult distributors on the latest promotional trends to select the ideal custom solution for their customers. "I am extremely excited to take on the role of Regional Sales Manager for Chocolate Inn | Lanco," said Granek. "I look forward to working with my industry friends and customers again, continuing to develop relationships and growing our businesses together."

SAAGNY Member News

Barlow has been with Chocolate Inn | Lanco for more than 4 years in a sales representative role, supporting clients in the New York and New Jersey area. During his time with Chocolate Inn | Lanco, he has consistently increased sales for his respective territory. In his new role as Southeast Territory sales manager, Barlow will be based out of Atlanta to provide customers in the area with a local presence. "I am beyond thrilled for this new opportunity with Chocolate Inn | Lanco, and look forward to meeting and working with all of my new customers in the Southeast," said Barlow. "While I will miss my customers in the New York New Jersey area, I am confident they will be in great hands with Jon."

Granek can be reached by phone 845-304-5888, email Jonathan.Granek@chocolateinn.net, Barlow by phone 516-967-1346, email Chris.Barlow@chocolateinn.net.

ABOUT CHOCOLATE INN | LANCO

With over 50 years of award-winning experience, Chocolate Inn | Lanco (or the "Company") (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 920802), is a top-40 ASI Supplier, and the leading diversified manufacturer of 3,000 plus items, ranging across confectionery, mints, chocolate, hard goods, health and beauty, wellness, apparel and soft goods, servicing distributors in the promotional products industry. The Company remains the only food vendor in the promotional products industry that is SQF certified - the highest global standard of food safety. The Company operates out of 2 world-class manufacturing facilities and features an industry-leading assortment of printing, packaging and decorating capabilities. As a leading manufacturer, Chocolate Inn | Lanco also features extensive product customization capabilities, including custom shaped mints, custom shaped chocolate, custom formulated lip balm, candles, lotions and more.

SAAGNY Member News

NAVITOR LAUNCHES RECOVERY TOOLS TO HELP BUSINESSES and COMMUNICATE IMPORTANT MESSAGES REGARDING COVID19 SAFETY

Navitor (ASI 81500, SAGE 53495, PSDA 1002) launched a comprehensive vertical market education series of ebooklets, webinars, videos and social toolkits to help businesses plan amidst the pandemic. As businesses across the country introduce new services, bring employees back in, open in a limited capacity, or open in a full capacity, we are offering “killer marketing,” as one customer put it, or “liquid gold,” said another, to enable safe communities.

“In the beginning of the pandemic, distributors were struggling because so many of them had a huge focus on promo which was hit extremely hard with 90-95% decreases in business. We wanted to help them find new opportunities with print,” said Stephanie Drago, Director of Marketing at Navitor. She goes on to say, “We started offering the first materials and ideas in March and now have had thousands and thousands of hits, views, downloads, and general usage of these valuable and useful materials to supplement their business and allow them to continue to sell.”

Most materials are offered for [free to distributors on Navitor.com](https://www.navitor.com) and we have deeper materials for members. Navitor covers the following industries:

- | | |
|--------------------------|--|
| 1. Back to the Office | 9. Campaigning for Political Candidates |
| 2. Restaurants | 10. Non Profit - Drop-off Locations and Kit Assembly |
| 3. Retail | 11. Healthcare - Clinics and Long Term Care Facilities |
| 4. Education – K12 | 12. Insurance - Direct Mail and On-site |
| 5. Education – Higher Ed | 13. Cannabis - Dispensaries and New Brands |
| 6. Financial Services | 14. Automotive - Rental & Digital-only Purchases |
| 7. Manufacturing | 15. Hospitality - Hotels and Convention Centers |
| 8. Polling Locations | 16. Stadiums and Arenas |

For each industry and for any distributor, we provide the following free materials: unbranded eBooklets, webinar recordings, and videos. Social posts are also offered through Navitor’s social platforms including Facebook, LinkedIn, and Twitter.

SAAGNY Member News

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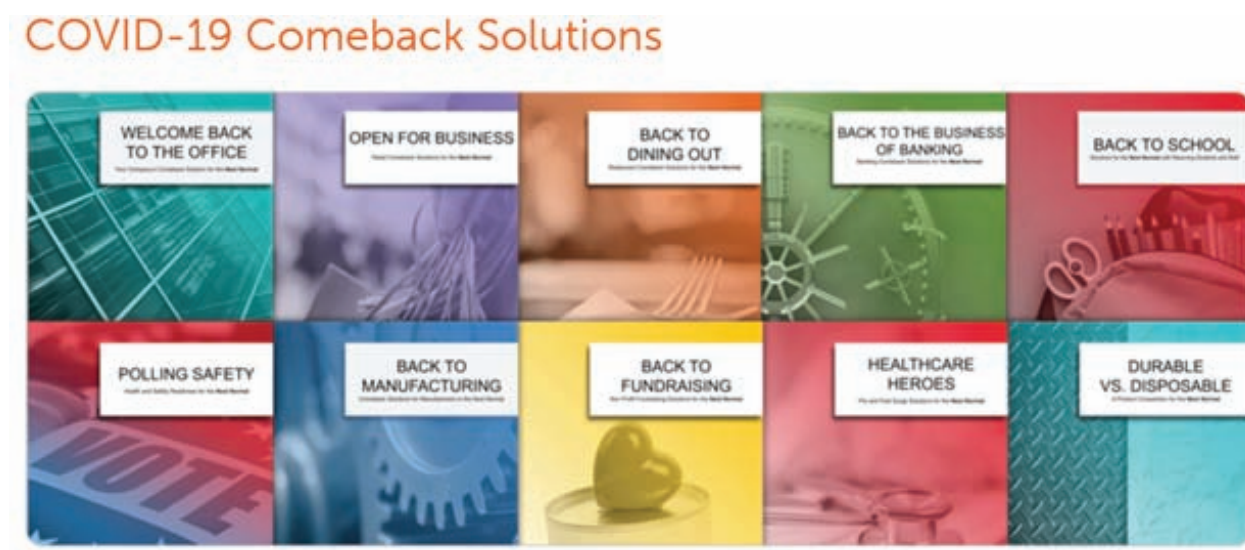
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SAAGNY Member News

For members, we offer the following free materials for each industry: customizable eBooklets, webinar slides, social toolkits, and unbranded videos. The most popular are the eBooklets where distributors take the materials and easily rebrand as their own. Since many are short-staffed, we've made these easy to rebrand without a graphic designer. Membership is free to wholesalers and the short application can be completed online.

On the operations side, we're open and we've been open since the start. "Distributors often offer their own niche products and by partnering with Navitor, they are able to expand their product offering to more than a thousand unique items," says Stephanie Drago. "These wholesalers are often entrepreneurs passing the business from one generation to the next; this partnership allows them to keep their business open and growing."

All recovery tools are based on recommendations by the CDC, OSHA, and best practices across the country.



About Navitor:

Navitor ensures peace of mind for you and your customers. Since we began more than 60 years ago, Navitor has grown to be the leader in wholesale, personalized printing. Today, Navitor innovations are redefining what's possible in the printing industry. Our ever-expanding portfolio of products set the benchmark for quality. And our growing community of experts in printing, design, marketing, communications and personalization are creating new opportunities for our members.

SAAGNY Member News

At Navitor, we're committed to helping our members grow their businesses with new personalized print products, programs that add real value, leading-edge technology, and by going the extra mile time after time. For more information, visit us at www.navitor.com

About Label Works:

Your Label Printing Powerhouse. ASI 66040, SAGE 50263, PSDA 2451. 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! For more information, visit us at www.labelworks.com

About Folder Works:

The Best Folder Experience. We are committed to focusing on delivering you "The Works" when it comes to "The Best Folder Experience." From start to finish, our entire team is committed to bring you The Best Folder Experience in the industry. For more information, visit us at www.navitor.com/products/presentation-folders

About NSP:

Transforming spaces with signage. Our products are used to transform spaces in retail, hospitality, healthcare, education and finance markets just to name a few. Our best-in-class print technology and ever-expanding portfolio of specialty products are the benchmark for innovation, service and quality. For more information, visit us at www.navitor.com/products/signs

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2020

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Bronze Sponsor



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Keep track of your
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catalogs and flyers



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The 5Rs of Promotional Products

- REACH
- RECALL
- RESONANCE
- REACTION
- RELATIVITY

Consumer Study Summary

Brands have always relied on advertising vehicles to communicate with their target audiences. This traditional advertising model is built to ultimately direct the consumer path to purchase back toward the brand. In order to measure success, brands rely on performance metrics to evaluate the strength of the selected advertising channel. The PPAI Consumer Study employed five key performance metrics to evaluate the role of promotional products as an advertising channel. These metrics were designed to capture quantifiable results throughout the consumer path to purchase. **The result: promotional products are built to leverage the greatest reach, drive recall and fiercely resonate to engage the best reaction among consumers, relative to any other advertising channel.**

Methodology and detailed findings can be reviewed in the full report at: ppai.org/members/research.

PLUG-IN
to the **POWER**
OF **PROMO**

► REACH

89% of consumers have received a promotional product in the last six months

► REACTION

8 in 10 researched the brand

83% more likely to do business with the brand

► RESONANCE



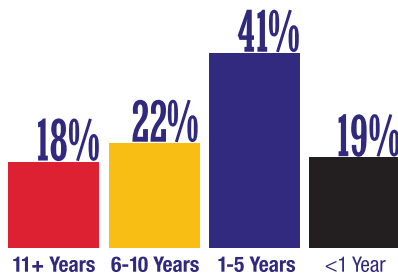
82%

had a more favorable impression of the brand

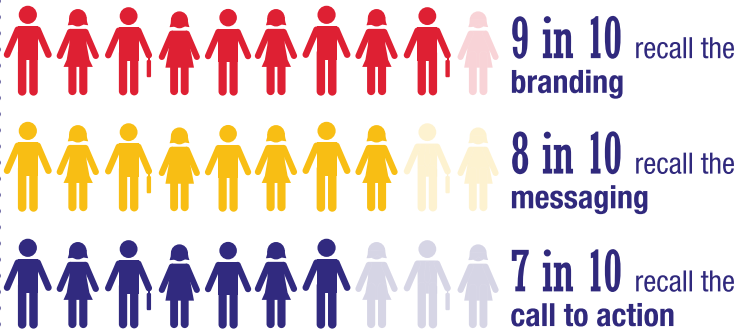
► REPEATED EXPOSURE

81%

keep promotional products for more than a year



► RECALL



Who Recalls What Best?

- Millennials** best recalled social media.
- Generation Xers** best recalled directional calls to action, or statements with definitive instructions.
- Baby Boomers** best recalled points of reference such as website domains or contact information.

A COMPANY'S:

Name	BRANDING
Logo	
Slogan	MESSAGING
Tagline	
Website	CALL TO ACTION
Social Media	
Contact	
Directional	
Hashtag	

► REASONS

TOP 3 reasons people keep promotional products:

Fun

Functional

Trendy

► RELATIVITY

Ranked #1 most effective

form of advertising to prompt action across all generations



	Millennials	GEN Xers	Baby Boomers	Silent Generation
1)				
2)				
3)				
4)				
5)				

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

Dedicated teams delivering 99% accuracy

Reduce infrastructure cost

State of the art infrastructure

Business continuity rain, snow or storm

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.
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