

# NEWS OF OUR CLIENTS



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## **NEW PROMOTIONS COMPANY OFFERS ARCHERY DEALERS ‘PILLARS’ OF MARKETING SUPPORT Industry Veterans Announce the Official Launch of Pillar Promotional Products™**

Innovators behind well-renowned target manufacturer Rinehart Targets® are proud to announce an exciting new branch of business that fills an industry gap for dealers specific to the archery industry. Enter Pillar Promotional Products™, a literal one-stop shop for every ‘pillar’ of promotional support dealers may need to help drive business from high-quality screen-printed t-shirts and branded polos to custom giveaways and tournament trophies.

“We’ve been in the archery business for more than ten years and are committed to the success of our dealers and the industry,” said James McGovern, president of Pillar Promotional Products. “We’re thrilled to be able to offer this high-quality and affordable service to our customers, and become the one centralized vendor for all of their promotional item needs.”

The new company will provide several ‘pillars’ of promotional support through its extensive 24-page catalog. The first to include soft goods such as custom screen-printed hats, t-shirts, polos, and more — allowing dealers to professionally stamp their brand across employee apparel, sell-able goods, etc. The company will also be the go-to connection for general promotional materials such as pens, giveaways, knives, camo flashlights, etc. — perfect for employee incentives, customer contests, holiday gifts, and more. Plus, Pillar Promotional Products will also offer pro-shop essential printed items including score cards, invoice books, and more – ensuring your shop is sending a professionally-branded message with every transaction or business activity. A convenient and affordable product the company is especially excited about is its own line of “Plug-in-Play” shirt designs, where high quality artwork and creative design are already incorporated into the production, providing dealers with a quick and unique customization solution by simply ‘plugging in’ their shop name.

Top representatives are already in place to help the new company take flight including Mike Wick Sales in the Northeast; Blue Ridge Marketing in the Southeast; and Lone Peak Marketing in the West.

For more information about the services offered by Pillar Promotional Products, or to receive a catalog, contact the company at 1809 Beloit Avenue, Janesville, WI 53546 • Telephone: (608) 757-8153.

***Editor’s Note: For hi-res images and releases, please visit our online Press Room at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com)***