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## HUB Multi-Line Rep Spotlight: Gerard Schifano

**Braintree, MA, June, 2017** – Promotional products industry veteran Gerard Schifano joined Hub Pen Company's team of multi-line representatives in 2015 representing the company in New Jersey, New York City (Five Boroughs) and Long Island. Schifano had been in the industry for over 23 years, working as Sales Manager for Superior Bag, Moleskin, Winstar International and New Products International.

Chuck Lennon of Team Logic IT has worked with Gerard on several projects over the years. "I teach sales people on the nuances of how to sell more effectively and I always use Gerard as an example of the sort of sales person I want them to emulate: a highly effective sales person who does not try to sell," Lennon says. "Gerard closes a lot of sales but he does so by building a relationship and making people feel good about buying."



Since Hub Pen acquired Beacon Promotions earlier this year, Gerard has been working with Beacon rep Sharon Schiffelhuber in his territory of New Jersey, and southern New York. "I'm absolutely ecstatic our teams are working together and I applaud the fact that two giants in our industry can come together to join forces," he said. "It's refreshing to uncover customers that have been so loyal to Beacon Promotions over the years and vice versa for Hub customers to Beacon."

"Gerard shows true passion for his customers and has totally embraced the HUB/Beacon partnership," says Lisa Pelzel, Beacon Promotions' Business Development Manager. "He continually searches for creative solutions and does whatever is needed to satisfy the client, making him a delight to work with!"

### About HUB:

Boston has been described as the "Hub of the Universe" and in the Hub Pen story the same holds true. From Frank and Rita Fleming's humble beginnings in Boston in 1954 to the 100 million pen annual operations of today, Hub Pen has grown to serve an ever-increasing national and international market. Our customers have rated us "A" on the SAGE rating system and 5 out of 5 stars on ESP. For more information on Hub Pen, visit our website at [hubpen.com](http://hubpen.com) or call customer service at 800-388-2323.

### About Beacon:



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Beacon is a multiple Star Supplier Winner with a great reputation for service. Our customers have rated us "A+" on SAGE and 5 out of 5 stars on ESP. Beacon offers a wide selection of products, such as: Calendars, table covers, housewares, tools, techie, auto, highlighters and Name badges. You will also find premium leather products in our Canyon Outback Leather line and Name Brand products for executive gifts and incentives. For more information on Beacon, visit our website at [beaconpromotions.com](http://beaconpromotions.com) or call customer service at 800-628-9979.