

NEW YEAR! NEW PARTNERSHIP!



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Hub Pen Company (asi/61966) Beacon Promotions (asi/39250)

## Hub Pen And Beacon Promotions Join For Broad Selection, Outstanding Service

Top pen maker acquires leading promotional products provider; sets sights on providing customers with even greater ease and efficiency.

Hub Pen Company, the United States' second largest designer and supplier of promotional writing instruments, has merged with New Ulm, Minnesota's Beacon Promotions, a provider of logo imprinted promotional products including markers, calendars, planners, name badges, tabletop covers, flashlights, other electronics/hard goods, leather goods and corporate gifts.

**This partnership will give our clients access to more marketing and product resources than ever before, as well as a wealth of experience and knowledge from Beacon's depth of product line."**

- Joe Fleming, Hub® Pen CEO

The union offers distributors a broader selection of the same high quality products they know from each supplier. Both ASI-rated 5-star Suppliers are known for quality and service. Hub Pen is a multiyear Counselor Distributor Choice Awards winner, recognized for its writing instruments. Beacon Promotions similarly has been richly awarded in its thirteen years serving

the promotional products market. Both companies share a passion for extraordinary customer service and quick delivery that will be enhanced as a combined entity. With distinctly different product lines and separate production facilities, the integration is expected to be quick and seamless for employees and customers of both firms.

"For more than 60 years, Hub Pen has focused solely on writing instruments and in doing so we're able to deliver the highest quality pens at a greater value than anyone in the market," says Joe Fleming, President of Hub Pen. "Coming together with Beacon Promotions enables us to enhance our product offerings to our customers and maintain our focus on writing instruments."

Beacon Promotions president, Gary Haley, sees similar value for his company in the wake of the merger. "Any time you have an opportunity to partner with an industry leader like Hub and gain access to the great product lines they have, that's very exciting for us," Haley says, adding, "We are excited to add Javalina pens to our broad promotional products portfolio."

Both Fleming and Haley will remain in leadership roles for the combined team going forward. They are joined by Trina Bicknell, Hub Pen's new senior vice president of sales and marketing, who will be responsible for helping the new entity serve its now larger customer base. Hub Pen and Beacon Promotions will continue to attend industry events as two companies for the time being. The 2017 PPAI Expo marked the first time Hub Pen and Beacon began to promote their traditional product lines, in addition to offerings from across their newly formed partnership. Hub Pen featured a wider selection of promotional items from Beacon, and Beacon-owned Canyon Leather premium leather goods. Similarly, Beacon displayed some of Hub's most popular writing instruments for the first time. While the companies expect that full integration of the product lines will take some time to execute, each are excited about the new possibilities the new partnership will present.

Hub Pen Company is a third-generation, family-owned business headquartered in Braintree, Massachusetts. Its 300+ employees service more than 12,000 promotional products distributors and the company decorates more than 215 million pens each year.

Beacon Promotions is a leading provider of imprinted promotional products headquartered in New Ulm, Minnesota. Founded in 2003, the company offers a wide selection of products, such as: Calendars, table covers, housewares, tools, lights, techie 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.

**"We are confident that this partnership will be well received and a positive union for all our customers."**

- Gary Haley, Beacon® President

To learn more about both lines visit:  
[hubpen.com](http://hubpen.com) and [beaconpromotions.com](http://beaconpromotions.com).



Same *award winning service* with a focus on the customer now with a wider selection of products!

