



Bluegrass Upgrades Name to Activate!
Introduces A Brand Company as its parent company

CHARLOTTE, NC—May 7th, 2012 – Bluegrass Promotional Marketing announced that it has upgraded its name to Activate! Promotions + Marketing, to better reflect the company’s comprehensive expertise in strategic branded merchandise programs and its leadership position in the promotional marketing industry.

“Today’s unveiling of Activate! marks a significant milestone for our company.” explained Fred Parker, Chief Executive Officer for Activate!. “The Activate! brand embodies our expertise and our commitment to deliver innovative and creative branded merchandise programs for our customers. Today, promotions are not just an extension of marketing. They fuel it. They give it energy and power. In other words, they activate it.”

Activate! is a world-class promotional marketing company with expertise in every aspect of branded merchandise – selection, sourcing, distribution, packaging, marketing and technology.

Effective immediately, all future business activity will be conducted using the upgraded name. There has been no change in the company’s management or ownership.

In conjunction with the name change, the company also announced the introduction of its parent company, A Brand Company.

A Brand Company is a business management organization designed to provide best-in-class logistic, financial, purchasing, and HR services to the promotional marketing industry. The company has a strong portfolio of world-class promotional marketing companies including Activate! and Blue 2.

About Activate!

Founded in 1995, Activate! is a world-class promotional marketing company specializing in custom products and brand marketing. Activate! has won nine Pyramid Awards from the Promotional Products Association International (PPAI) and has also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards. Activate! has twice been recognized as one of the industries “Top 10” fastest growing distributors. The Charlotte Business Journal has recognized Activate! on three occasions as one of the fastest growing companies in the region, and in 2009, named Activate! to its list of the “Best Places to Work” in the Charlotte area. For four consecutive years (2008, 2009, 2010, 2011) ASI’s Counselor magazine named Activate! as one of the “Best Places to Work” in the promotional products industry.

The Charlotte, NC-based company has offices in Houston and Seattle with market coverage in Anchorage, Atlanta, Dallas, Denver, Grand Rapids, New York, Raleigh and San Jose. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Asia, Canada and the United Kingdom.

About A Brand Company

A Brand Company is a business management organization with a mission to acquire, support and leverage world-class promotional marketing companies. Designed to provide best-in-class logistic, financial, purchasing, and HR services, it exists to create value for clients, associates and stockholders by improving efficiencies, reducing costs and providing guidance to its network of diverse promotional marketing entities.

Company Contact

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