

Tru Art Advertising Calendars (ASI 92255, PPAI 113720), an Iowa-based manufacturer of advertising calendars, has announced the acquisition of **M Line Calendars** (PPAI 113682), a company with more than a century of history in the production of advertising specialties and novelties, and began calendar production beginning in 1952.

M Line Calendars originated from The Meek and Beach Company, founded in 1901, and has long been recognized for its craftsmanship and reliability. The acquisition brings M Line's legacy under the Tru Art umbrella, ensuring continued production and support for customers while positioning the business for future growth.

"We see this as an opportunity to honor a remarkable history while investing in what comes next," said David Bywater MAS, of Tru Art Advertising Calendars. *"This acquisition strengthens our business, preserves industry knowledge, and reinforces our commitment to quality manufacturing."*

"We have worked with many distributors large and small, and we appreciate the opportunity to serve each and every one of them," said Jamie M. Beach of The Beach Company. *"The distributors in this industry gave us the opportunity to do the work we love to do for five generations over 73 years."*

The acquisition supports Tru Art Advertising Calendars' continued growth and investment in American manufacturing, while maintaining strong relationships with distributors and business partners nationwide.

About Tru Art Advertising Calendars

Tru Art Advertising Calendars is a U.S.-based promotional calendar manufacturer focused on quality, service, and long-term customer partnerships. The company has been serving distributors across the country since 1896 with products designed to keep brands visible all year long.

Celebrating 130 years of excellence.

Midnite Snax is excited to announce that Dana's Bakery, the dessert brand founded by trained pastry chef Dana Pollack, is now operating as a division

of the company from its Bethpage, NY facility. As part of the integration, Pollack will also oversee the Midnite Snax bakery line, strengthening the company's culinary credentials and expanding its in-house baking capabilities.

Dana Pollack is a trained pastry chef and the founder of Dana's Bakery, a dessert brand known for reimagining French macarons with playful, American-inspired flavors. A graduate of the Institute of Culinary Education, Pollack built the company after a career in editorial photography, bringing a visual-first approach to product and brand storytelling.

She has been featured on Good Morning America and in outlets including The New York Times, Forbes, Food & Wine, and People.

"Bringing Dana and Dana's Bakery into Midnite Snax is a natural evolution for us," said Margaret Dengler, Director of Marketing at Midnite Snax. "Her culinary background and proven ability to build a nationally recognized bakery brand reinforces our focus on quality, craftsmanship, and chef-led product development."

"Joining Midnite Snax allows Dana's Bakery to grow in an exciting new way while staying true to the creativity and quality that built the brand," said Dana Pollack, Founder of Dana's Bakery. "I'm thrilled to expand our capabilities to the Bethpage facility and to apply my pastry expertise across both Dana's Bakery and the Midnite Snax bakery line."

American Solutions for Business (ASB) is pleased to announce the promotion of **Becky Thesing** to Manager of Vendor Relations.

In this role, Thesing will guide the Vendor Relations team while continuing to identify opportunities to strengthen communication, collaboration, and operational processes across home office teams, ASB associates, and vendor partners.

"Becky's tenure and scope of responsibilities within ASB is incredibly admirable," said Taylor Borst, Vice President of Vendor Relations, Marketing & Events. "She has spent that time learning from every role she's been in and has worked hard to drive process improvements, support new areas of the business, and lead interdepartmental efforts that make a real impact in how we serve our sales associates and vendor partners."

Thesing has supported key initiatives aimed at improving vendor engagement, strengthening internal processes, and expanding ASB's network of vendor partners.

"After more than 20 years with ASB, including the last nine years in Vendor Relations, I've found that this team is truly where I want to be," said Thesing. "I'm excited to step into the Manager of Vendor Relations role and grateful for the opportunity to continue working with such a great team. I look forward to continued growth and collaboration with our home office teams and our valued supply partners."

"Becky's deep organizational knowledge and cross-department experience has strengthened our team," said Ron Robinson, Director of Vendor Relations. "Her initiative, problem-solving skills, and forward-thinking approach continue to support both departmental and organizational goals. We are confident she will excel in this leadership role and further advance the growth and success of the Vendor Relations team."

Keepsake Products USA a leader in custom packaging solutions, is proud to announce the launch of its new **Suitcase Box**, an innovative packaging solution that brings together sustainability, strength, and elevated presentation. Engineered for brands that want their packaging to work as hard as their products, these boxes deliver a memorable unboxing experience while supporting responsible material sourcing through the use of **100% FSC® certified corrugated**.

With a solid-walled construction, these suitcase boxes are strong, durable, and perfect for long-term keepsake use. They keep products safe during transit while presenting a polished, high-end look when opened.

Every box can be fully digitally printed, turning each surface into an opportunity to tell your brand story. From vibrant graphics to subtle textures, high-resolution printing ensures every design comes to life with maximum impact.

Thoughtful details like **acrylic hinges** make the boxes easy to open and give a sleek, modern appearance. Brands can choose from several closure options, including a **classic buckle-style or a secure lock-hasp style**. An optional **carry handle** turns the box into a true suitcase-style format—ideal for corporate gifts, promotional kits, onboarding packages, or specialty retail presentations.

Keepsake Products USA goes beyond the box, offering fully integrated solutions including **custom inserts** to keep products organized and protected, **kitting** for multi-component packages, and **drop shipping** directly to recipients—saving clients time and simplifying logistics.

“Our suitcase boxes are designed to do more than contain a product—they create an experience,” said Andy Griffin, Managing Partner. “By combining sustainable materials, structural integrity, and complete customization, we’re helping brands deliver packaging that is both responsible and unforgettable.”

The Suitcase Box is fully customizable to fit the needs of promotional programs, product launches, and branded gifting initiatives.

American Solutions for Business (ASB) announces its official rebrand, marking a strategic evolution in the company’s identity while honoring its long-standing legacy.

At the company’s national sales conference in Louisville, KY, ASB announced the direction of their new rebrand, providing attendees with the assets in real time and giving access to the new logo, color palette and typeface. Additionally, ASB will serve as the primary external brand expression. The full company name remains in secondary logo variations to maintain recognition and reinforce the company’s history and credibility.

“This change has been a deliberate and thoughtful process, and we couldn’t be more excited to welcome the next chapter in our identity,” shared Justin Zavadil, President of ASB. “Who we are hasn’t changed. But as we evolve, our ability to transcend across markets and borders has never been more important, and this rebrand empowers and positions us to do that.”

This launch marks the beginning of a phased rollout across all platforms, locations, and branded materials, beginning digitally and expanding to larger and physical implementation throughout the coming months.

“It’s important we made this announcement in-person, so we can ensure clear communication, understanding and commitment to the transition,” explained Taylor Borst, VP of Vendor Relations, Marketing, and Events. “The rebrand belongs to all of us. Through the creative process, we surveyed all 1,300+ of our team members and relied on input from our advisory boards and leaders along the way. Our salespeople, home office

and field employees all played a role in the development of our new logo, and this is something we get to celebrate together.”

For 45 years, American Solutions for Business has built its reputation on relationships, integrity, and innovative solutions. The transition reflects ASB’s continued growth, modern positioning, and commitment to presenting a string, unified brand across all platforms.

About American Solutions for Business

ASB was founded in 1981 in Glenwood, Minnesota, and has evolved into a leading distributor, providing our customers with print, promotional products, marketing collateral, fulfillment and more. Despite our growth in technology, resources and sales, we maintain our grassroots attitude by operating as the only large employee-owned distributorship in the industry. This results in a team of personally-invested employees that care for our customers’ branding, spend and creative reach to help achieve their goals.