

Maple Ridge Farms, Inc. partnered with the Advertising Specialty Institute (ASI) to debut the industry's first-ever Fusion Tasting Experience | Brand Activation at the 2025 ASI Power Summit. This groundbreaking, multi-sensory experience transformed food into the language of leadership—where every bite told a story of creativity, teamwork, and connection.

Through a curated tasting and collaborative board-building challenge, attendees discovered how flavor, teamwork, and storytelling blended beautifully to spark creativity, unity, and connection. The activation proved that food gifting isn't just about recognition—it's about resonance, transforming every gift into a lasting expression of brand purpose.

Jodie Schillinger, Executive Vice President of Maple Ridge Farms, reflected on the broader impact of the event: "The Fusion Tasting Experience represented a defining moment for our industry—the first multi-sensory brand activation that brought leadership, teamwork, and storytelling to the same table. At Maple Ridge Farms, we believe food is a catalyst for connection—awakening the senses and uniting people through shared experiences, heartfelt emotion, and common purpose. When experienced together, food builds trust, strengthens relationships, and becomes a living expression of brand identity—one that people remember, return to, and advocate for."

"From the moment we started planning this activation, the energy was electric!" said Jamie Johnson, National Sales Executive at Maple Ridge Farms. "ASI's open collaboration and creative spark, paired with Jodie's Michelin-star chef mastery and my sous-chef skills, helped set the stage—but it was the collective passion and participation from everyone involved that made it absolute fire. Imagine an adult playground meets a gourmet kitchen—a vibrant art fair where brands come alive through flavor, design, and connection!"

Schillinger added, "We're deeply grateful to the Advertising Specialty Institute for their trust, partnership, and spirit of co-creation in bringing this activation to life at the Power Summit. Together, we created something that redefined connection—a space where creativity, community, and leadership could all be experienced through food. It was the perfect harmony of innovation and purpose."

For more on this groundbreaking collaboration, explore Jodie Schillinger's LinkedIn coverage <https://www.linkedin.com/in/jodie-schillinger/>

Uinta Design is proud to announce that **Bloom Enterprises** will now be offering its custom bag design services and line. Uinta Design is a leading creator of custom-designed bags and accessories for the promotional products industry.

Uinta Design is known for its **comprehensive custom solutions for distributors, supported by an in-house design team and premium craftsmanship.** The brand offers fully customizable products ranging from durable outdoor packs to refined corporate totes, all created with a focus on material innovation, function, and timeless style.

“We’re thrilled to partner with Vilia Bloom to bring our custom bag program to a wider network of distributors,” said **Caroline Wilkins, Brand Director of Uinta Design.** “Her deep industry relationships and passion for unique, design-driven brands make her the perfect fit for our brand.”

As part of the new partnership, Vilia Bloom and Bloom Enterprises will now offer Uinta Design’s best-selling Core Bag line, as well as the company’s fully customizable product and services. Clients will have access to bespoke bag design options, private labeling, global shipping, and made-to-order production capabilities.

NC Custom Announces Exciting New Partnership with Ghirardelli

Hicksville, NY, October 9, 2025 — NC Custom (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 920802), a leading North American manufacturer and top 20 supplier of promotional products - is thrilled to announce a new partnership with Ghirardelli Chocolate Company, one of America’s most iconic chocolate brands. Through this collaboration, NC Custom will now be able to feature Ghirardelli’s elegant chocolate within its premium gift collections. The Ghirardelli brand will be imprinted alongside the client logo adding further value to the gift.

Founded in San Francisco in 1852, the global leader in Premium chocolate, Ghirardelli takes pride in producing consistently excellent chocolate products with high quality ingredients. This partnership into the promotional channel allows NC Custom to pair the classic chocolate indulgence of Ghirardelli with its wide range of customizable hard goods and packaging. The result? Elevated gifting experiences that blend timeless flavor with meaningful, memorable presentation.

“This partnership follows our strategy of partnering with well-known, high-end U.S. brands. By joining forces with Ghirardelli, we’re expanding what’s possible in the

world of Premium, customizable gifts. We're excited to build on this foundation and continue offering new and innovative options for our customers," said David Miller, President, NC Custom.

"We have had a long and successful relationship with Ghirardelli across our Nassau Candy specialty businesses," said Lance Stier, CEO of NC Custom. "We are honored to expand this partnership to the promotional products business."

"Ghirardelli is reshaping gifting within the Corporate/Promotional Products business to do more than just traditional offerings – we want to elevate each gifting moment and inspire to do more with the strength of our brand. NC Custom is an exciting and trailblazing partner to help showcase our Premium chocolate," says Roger Buttacavoli of Ghirardelli Chocolate Company.

With Ghirardelli's purpose of Making Life a Bite Better, NC Custom looks forward to growth in this partnership and expansion with additional Ghirardelli options in the future, bringing even more quality and sophistication to NC Custom's expanding gift lineup.

Maple Ridge Farms, Inc. is proud to announce that **Traci Simonis, MAS**, National Sales Executive, has been appointed to the 2026 Promotional Product Association of Chicago-Wisconsin (PPACW) Board of Directors as Director for a two-year term. PPACW is a regional association dedicated to bringing distributors and suppliers together to strengthen relationships through networking events, local showcases, and education opportunities.

"I'm so excited to join the PPACW Board of Directors!" Simonis said. "I see myself as a bridge-builder—someone who can foster collaboration, encourage engagement, and help grow PPACW's membership through meaningful relationships."

Simonis creates a strong connection between Maple Ridge Farms and the PPACW community, as she works closely with a large network of distributor customers throughout the region. Her broad understanding of both supplier and distributor perspectives will be a valuable asset to the organization.

“Traci leads with connection and purpose in a way that brings people together naturally—joined by common goals and a shared desire to serve,” said Jodie Schillinger, Executive Vice President at Maple Ridge Farms. “Her ability to connect ideas, people, and initiatives will be a tremendous asset to PPACW, strengthening regional communities throughout the heart of the Midwest. At Maple Ridge Farms, we believe in driving collective progress because it’s at the regional level where relationships deepen, ideas take root, and the future of our industry is shaped through shared momentum.”

“I have deep ties with both distributors and suppliers,” added Simonis, “which allows me to understand the needs and challenges on both sides.”

[Polyconcept North America](#) (PCNA), the leading supplier of promotional products, today announced the publication of its 2024 Sustainability Report. The report details how PCNA is embedding sustainability into everyday business decisions and highlights significant progress across environmental targets and social priorities since its 2022 report.

The comprehensive 2024 Sustainability Report emphasizes PCNA’s innovative approach of building sustainability directly into operations — ensuring environmental and social factors are assessed at every business decision point.

Key Achievements in 2024

- **Energy & Emissions:** Reduced energy intensity by 12% compared to 2023, achieving its 2026 target two years early. Scopes 1 & 2 emissions are down 20.5% since 2022, putting PCNA on track to reach its 42% reduction goal ahead of schedule.
- **Workplace Safety:** Achieved a Total Recordable Incidents Rate (TRIR) of 0.87, below the target of less than 1, reflecting the company’s strong safety culture.
- **Waste Diversion:** Increased diversion rates at the Leed’s facility from 76% in 2023 to 83% in 2024, saving more than \$110,000 in avoided costs across operations.
- **Climate Risk Preparedness:** Completed comprehensive physical climate risk assessments across eight facilities, analyzing exposure to flooding, wildfires, cyclones, water stress, and heatwaves through 2050.

- **Social Impact:** Donated \$1.26 million in 2024 through its 1% for the Planet commitment, bringing total contributions to \$3 million. This includes funding 159 new community orchards with nonprofit partner The Giving Grove, projected to provide 20.9 million servings of fresh produce and sequester over 3,300 tons of carbon.
- **Inclusive Employment:** Expanded partnerships with Best Buddies and Hello Neighbor to open doors for communities that face barriers to employment and continued to nurture the Leading Inclusively for Future Talent (LIFT) and Fair Chance Employment internal support programs.
- **Supply Chain & Regulatory Leadership:** Launched a supplier risk-screening program and expanded Extended Producer Responsibility (EPR) compliance across multiple states, building resilience in procurement and regulatory readiness.
- **Product Innovation:** Introduced industry-first product lifecycle assessments (LCAs) to guide material substitutions and reduce environmental impact, with case studies showing reductions of up to 88% in cradle-to-gate emissions.

Strategy Rooted in Operational Excellence

In 2022, PCNA completed a materiality assessment to identify the social, environmental, and governance issues most critical to long-term success. Since then, the company has shifted from broad sustainability commitments to building technical competencies in four areas:

1. Product optimization
2. Supply chain intelligence
3. Climate risk management
4. Governance and regulatory readiness

“Our focus has been on inserting sustainability into the mechanics of how we operate — setting clear targets, tracking progress, and holding ourselves accountable,” said Nick McCulloch, Director of ESG at PCNA. “From cutting energy intensity by double digits to achieving industry-leading waste diversion rates, these measurable results prove that sustainability is not just aspirational, it’s operational — and it drives both environmental benefits and business value.”

Looking Ahead

PCNA is developing science-based emissions targets for Scopes 1, 2, and 3 for submission to the Science Based Targets initiative (SBTi) in 2026. The company is also expanding supplier climate risk assessments to align with California Senate Bill 261 and other emerging regulations, ensuring readiness for future disclosure requirements.

On the product front, PCNA is prioritizing material substitution, durability improvements, and end-of-life design to align with growing customer demand and regulatory scrutiny. By 2026, all product transitions will be supported by lifecycle assessment data.

Commitment to Stakeholders

PCNA's 2024 Sustainability Report reflects progress toward the company's ProudPath™ goals, which emphasize environmental stewardship, social responsibility, and local community engagement.

"Sustainability is part of who we are. This report reflects our broader commitment to being a responsible partner to our customers, employees, and communities," said Neil Ringel, CEO at PCNA. "By weaving environmental and social responsibility into every decision we make, we're building a stronger, more resilient company that delivers impact well beyond our bottom line."

The full 2024 Sustainability Report is available at www.pcna.com/proudpath.

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