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FOR IMMEDIATE RELEASE

TG Promotions Inc. Joins American Solutions for Business

GLENWOOD, MN – March 14, 2019 – American Solutions for Business is proud to announce that TG Promotions has joined the team. The distributor consists of a group of nine people: 3 sales and 6 support team members and was founded by Terry Greer and his wife, Linda. They also brought on Jessica Huffman Dobosh to the sales team in November of 2017. She has experience on the supplier side of the industry, and is positioned as the future of leader of TG.

Their move was fueled primarily by technology needs: “The technology that American brings to the table will help us to become fully automated,” explains Terry Greer, co-founder of TG Promotions. “Under our old system, no less than three people would have their hands on a piece of paper because our ordering, billing, shipping and customer websites were all on different platforms that were not able to be integrated. We will immediately notice significant cost savings in the technology itself, and once we become proficient in the new platforms, the labor savings will be unquantifiable as our people will be able to focus more on sales and marketing initiatives.”

Another key motivator for the move was the culture within ASB. They realized several interesting things that stuck out about the employees – 1. Many have extremely long tenures at the company and 2. They are part of the ESOP (employee owners in a stock plan). After the group visited the home office in Glenwood, MN, met Larry Zavadil (Founder/CEO), the support team and other ASB sales associates, they decided it was a good fit.

“The Greers and their entire team have such a positive energy,” says Greg Nelson, ASB’s Implementation Manager. “They’re so easy to work with and it’s clear that our cultures mesh seamlessly.”

“We are also impressed by the comradery of the other sales people and their willingness to share their knowledge,” adds Linda Greer, co-founder of TG. “We have always been heavy in apparel and promo, but have been intimidated by the print aspect of the business. We’re excited about the opportunities to learn about new products that we can introduce into our current client base. We feel like these opportunities will enable us to easily double our business in the next 3 years.”

About American Solutions for Business

American 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.

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