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## Towel Specialties Promotes Shawn Kanak to President

(Baltimore, MD) **Towel Specialties** announced the promotion of **Shawn Kanak** as President. Headquartered in Baltimore, MD, Towel Specialties is the most awarded towel and blanket supplier in the promotional products industry.

As both President of Towel Specialties and an integral member of the executive team, Kanak will oversee national sales efforts for all three divisions (Towel Specialties, Cobblestone Mills Blanket Company and Xpress Towels).

“I am humbled, honored and excited to have this opportunity. My goal is to ensure that our clients leave every single interaction with a quality impression that lasts, period. This includes a deep analysis of areas where we can develop, implement or improve ways to deliver even more outstanding customer value. Our recent reassignment of resources toward technology enhancements internally, with our websites, and through PromoStandards, will allow us to achieve these goals. Now we can reach further.

“The rapid growth of our Cobblestone Mills blanket line makes our entire business model less seasonal and now lets us maximize revenue opportunities with customers through very organic product cross-selling. Towel Specialties is poised to build on our already rock-solid partnerships to enhance our offering and marry significant growth strategies within each of them.”

Kanak also added “I will continue to be able to shine as much as the terrific players on our team. I am grateful for the opportunity given to me by **Eric Weinstein** (Towel Specialties owner and CFO), and I recognized that our capabilities are virtually limitless.”

(more)



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As Towel Specialties' Vice President of Sales since 2001, Kanak successfully led the company and navigated year-over-year growth. Under his leadership, between aggressive product development and the creation of new divisions, the company finds itself in a highly respected position in the marketing. While Towel Specialties has leveraged more national relationships each year, they are also the most awarded Towel and Blanket Supplier in the industry. This week, Towel Specialties won the Counselor Magazine Distributor Choice Gold Award as the 'Best Towel and Robe Supplier' for the 15<sup>th</sup> consecutive year, as well as the 'Best Blanket Supplier Award' for the second time. In 2018, Towel Specialties also won the coveted industry's OVERALL ASI Supplier of the Year Award.

"Shawn has nearly 30 years of industry experience and ownership has the confidence that we will continue to grow our organization with him at the helm. Our philosophy is simple: we are committed to going the extra mile to deliver a quality impression that lasts. Shawn has instilled that within our entire organization from his first days with us in 2001. We are certain Shawn will continue to bring the same passion and energy to this new role as he has to his prior role and we are confident that he will be instrumental in building for our future," added Weinstein.

(See next page for professional photograph)

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