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TOP BRANDS LOOKS TO THE FUTURE WITH ONGOING RE-BRANDING APPROACH

Oshkosh, WI – Top Brands, Inc., a national marketing company and supplier of name-brand merchandise and awards for corporate programs since 1961, announced today its ongoing rebranding approach to align with the ever-evolving incentive industry. With an infusion of fresh energy from new owners Pam and Gary Slavonic and a renewed commitment to constantly push the industry forward; this team is ready to write the next chapter in the Top Brands timeline.

“Top Brands is 55 years old and we are in no way trying to forget the past, as we are here because of the past, but with new owners, Pam and Gary Slavonic, it is their time at Top Brands and they have a vision of where they want to take the company,” said Top Brands Vice President of Sales, Jody Running.

One of the most striking changes in Top Brands visual identity is their new corporate logo. Designed in-house, the new logo represents the current culture of the Top Brands team. The graphic symbolizes progress and growth, where every moving part contributes to the whole. The logo also utilizes an acronym for “Top Brands Incorporated” as well as spelling out the company name in its entirety to create balance and reflect the forward-thinking direction that Top Brands stands for today.

“The pace of change within the incentive industry is breathtaking and we know how vital it is to stay ahead of emerging trends to effectively connect with a rapidly growing audience,” said Gary Slavonic, President of Top Brands.

Top Brands has initiated a multi-faceted approach to their rebranding efforts. “Over the past several months we have been laying out the groundwork for the next evolution of Top Brands and we can’t wait to share it with our customers,” said Pam Slavonic, Owner and CEO of Top Brands.

Along with unveiling their new logo and fresh look, Top Brands is introducing:

- A completely redesigned and updated website that can be found at www.top-brands.com.

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- New brand partnerships with Gardena lawn care products, Police Security flashlights, C.R. Plastics outdoor furniture, Emerson wet and dry vacuums and car-top carriers from Impact Plastics.
- In-house creation of videos and content to engage our customers and followers on a variety of social media platforms.
- A revamped and redesigned trade show presence and in 2017 Top Brands will have the largest contiguous booth presence of any supplier in the brand. area of PPAI Expo, prominently positioned at the main entrance.

“We’re excited to roll out these new and exciting changes for Top Brands, but one thing that won’t change is our commitment to providing the best customer service possible,” said Tammy Monday, Executive Vice President. “Both Pam and Gary are committed to taking our outstanding service forward because without our customers we would not be celebrating 55 years in business.”

About Top Brands

Top Brands is a leading national marketing company and supplier of name-brand merchandise and awards for corporate programs and promotions. Founded in 1961, Top Brands has earned a national reputation as a knowledgeable, reliable and trustworthy source of merchandise from such well-known brand partners as Vera Bradley, Yankee Candle®, Char-Broil and Huffy. Top Brands is headquartered in Oshkosh, Wisconsin, but has national sales representatives that cover the continental United States. You can learn more about Top Brands by visiting www.top-brands.com.