

Totally Promotional keeps growing

By AMY KRONENBERGER
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COLDWATER — “One person, one desk, taking orders locally.”

This is how Totally Promotional Chief Organizational Officer Lynn Huwer described the modest beginning of what has blossomed into a multimillion-dollar success story. The 26-year-old company of 269 employees produces and sells personalized promotional items for individuals and organizations across the U.S.

Founder and CEO Tom Casad attributed this success to hard work, an unrelenting passion for the business and never losing focus on the wants and needs of the customer.

“Every business today needs to think progressively,” he said. “It’s important to have a burning desire to do the work and research on a long-term basis. A key element is learning who your customers are and how to satisfy their needs.”

Totally Promotional launched as Casad Co. in April 1993 in the Copy Super Center building on Main Street in Celina. It operated solely as an online distributor, shipping products to customers, Casad said. Business owners at this time were just beginning to understand the potential of using the internet to expand their markets.

“I saw an opportunity on the internet,” he said of pursuing promotional products. “It seemed like a good business to get into with many different categories for expansion.”

And expand he did, taking full advantage of all the World Wide Web had to offer. “The internet plays a

Totally Promotional

- 450 S. Second St., Coldwater
- Founded: 1993
- Owner: Tom Casad, CEO
- Number of employees: 269

huge role in our business. Nearly all of our sales are via the internet,” Huwer explained. “When our website debuted, we were immediately exposed to the national market. That is the beauty of the internet.”

She said the internet’s impact on the industry is the biggest change she’s seen over the years.

“Customers and clients would rather go online and order something for their event, as opposed to talking to or communicating with a door-to-door salesman for their orders,” Huwer said. “The convenience and speed of the internet has really changed the promotional-products industry.”

Huwer said the company didn’t expand into production of products until 2009, manufacturing table covers in the old RCS building on Hellwarth Road. At about this time, the new Totally Promotional name was adopted. In 2011, the organization expanded again, moving production into space on Albers Road in Celina and began offering its popular can coolers. The next move came in 2014, when production facilities were moved into the current Coldwater location.

“Since moving to Coldwater, there have been

multiple expansions in our production facility, Huwer said. “Currently, we occupy 169,789 square feet of space for production and warehousing.”

The office facilities moved in November 2007 from the Copy Super Center building to a Market Street office in Celina and then to the Coldwater location in the spring of 2016. The office since has expanded and now occupies 22,830 square feet, Huwer said.

“Moving to Coldwater has provided many benefits to our company,” she said. “Having all aspects of the business under one roof — our offices and manufacturing facilities — has saved a lot of time and labor in transportation and management.”

Production for the business has exploded over the last decade, with customers now able to choose among 18 different product lines. These include table covers and runners; banners and retractable banner stands; tote bags; drawstring and retail bags; an assortment of cups, mugs, tumblers, glassware and other drink ware; koozies and can coolers; napkins; coasters; pens; stress balls; technology and mobile items; lip balm; and keychains.

See **TOTALLY**, page 7C



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Totally Promotional Chief Organizational Officer Lynn Huwer poses with a few of the products on display at the company in Coldwater.

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Serina Siano carefully and slowly irons out some wrinkles on a standing banner at Totally Promotional in Coldwater.

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