

Totally

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Just since moving to the Coldwater location nearly four years ago, the business has introduced stamped napkins and coasters, glassware and ceramic mugs, technology items and chip clips, Huwer said. Officials also added a new tagline to the logo: "Our Products. Your Story."

Casad said he progressed into producing the products in-house to provide customers with better service and more flexibility.

"When it comes to promotional products, customers want a short run-time and quick turnaround," he said. "We knew we could accomplish this and give our customers more variety options and colors if we printed their items in-house instead of drop-shipping products from other vendors. That is why we continue to expand our equipment and workforce."

To stay ahead of the curve, staff continuously research the needs of customers across the country and with the help of internet tools are able to "target various markets and areas of the country differently," Huwer said.

"This takes a lot of reporting and research," she explained. "We have an insurmountable amount of data at our fingertips and try to utilize it as much as we can. Studying this data can help us determine what customers are purchasing, any correlation to the location, climate, culture of the customers and the products they order, etc."

Huwer said none of this would be possible without the collaboration and teamwork of every employee.

"Nearly every product we have on the website, every piece of content we put out, every functionality we develop is the work of multiple roles collaborating, pitching ideas and doing the research that we think will be the most beneficial to our customers," she said. "We have a very collaborative atmosphere and teamwork is essential to our company."

Every role, she continued, is a critical piece in the company's overall success. Account representatives and

'We have a very collaborative atmosphere and teamwork is essential to our company.'

— Lynn Huwer, chief organizational officer

salespeople, graphic designers and customer service representatives work to ensure customers' needs are being met. Web developers work behind the scenes to ensure Totally Promotional is technologically superior.

The marketing team collaborates to make sure the business is easily found on the web; its website is easy to navigate; its social media and other advertising are visible, up-to-date and relevant; and its products are in line with the competition, Huwer said. The photography and videography staff take pictures and videos of products, scene shots, customer spotlights and other informative videos to help customers in their decisions. The production crew then makes the final product to meet customer orders.

"The employees at Totally Promotional are a valuable attribute to the company's success," she said. "Without hardworking and reliable employees, the company would not be able to survive. Every employee has a job to do, and if this job does not get done, it affects everyone within the company."

Huwer also noted talented and energetic employees are always needed as officials intend to continue hiring this year. She said she anticipates more than 100 new hires, topping out at 375 employees for 2020.

Other plans for this year include adding apparel lines and new products, such as flexographic printing paper bags, and revamping their totallyweddingkoozies.com site to make it a "one-stop-shop for wedding favors," Huwer said. But that's not enough for a company where the sky's the limit. Officials

also have their sights set on the world.

"Another project on the horizon is launching our website internationally in select countries," she added.

Through it all, Totally Promotional must stay abreast of ever-changing and emerging technology to keep up with competition, she said.

"With the internet, technology is always evolving and changing," Huwer said. "We strive to be conscious of what our competition is doing, as well as doing our own customer behavior research and staying on top of ordering trends. I believe ease of ordering and speed of production and shipping will continue to climb to the top of the list as priorities for customers in today's 'have-to-have-it-now' mindset."

Casad said the company has changed considerably since 1993, both through expansion of production and the ever-increasing use of technology in every aspect of the business. But one thing will always remain.

"Our vision to serve our customers in the best way possible has never changed," he said.



Dan Melograna photos/The Daily Standard

Skylar Burd places a finished travel mug on the conveyor bet at Totally Promotional in Coldwater.



Finished travel mugs and water bottles circle on a conveyor belt for boxing at Totally Promotional in Coldwater.



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Visit our website: RockfordAlive.org for specific dates, times and locations for bicentennial events and activities

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