



**koozie**  
group®

**change**  
for **good**

what makes us **tick**

at  
**koozie**group®  
we like to  
**keep the good going**®

We are committed to leaving a **positive, lasting impact**.

new name,  
**same great stuff**

Sure, Koozie Group is always looking to make **changes** for **good**, but don't worry! We still have **10+ product categories** and **40+ popular brands** that will get your clients noticed – especially the iconic  products you know and love!

**Because we won't forget where we came from.**

We are classic. Fun. Always looking forward to providing promo solutions that insulate a brand's image and preserve a best moment.

# We are **committed** to...



**People  
First**

Giving back to  
our customers,  
employees and  
communities



**Connecting  
with Customers**

Providing tools  
and support  
materials that  
you can access  
whenever,  
wherever and  
however you  
choose



**Powerful  
Products**

So cool and  
useful you  
undeniably want  
to keep them or  
give them



**Advocating  
for our  
Industry**

Prioritizing  
environmental,  
safety and social  
responsibility  
throughout our  
sites and supply  
chain



**Looking  
Ahead**

Providing  
solutions that  
insulate a brand's  
image and  
preserve a  
best moment

# how'd we get here

With promotional roots dating back more than **100 years**, Koozie Group takes pride in connecting people to positive memories of your brand.

We design, create and produce reliable products and offer services that support and build brand legacies. This dedication flourished under the BIC Graphic name for over 50 years, bringing together many signature brands – along with their histories – under a single source.

As Koozie Group we are proud to continue our long history of providing simple, useful solutions that evoke positive vibes and spark lasting memories – *something you undeniably want to keep*.

**1,800,000+**

Koozie Group® promotional products sold every day in North America

**3,000+**

items in our portfolio

**40+**

brands you love

**10+**

product categories

**800+**

items always available



**1,000+**

exclusive products



**industry-leading**

product safety, social responsibility and compliance standards



**75%**

of new products have a proven sustainability stance

**largest**

assortment of products made, printed or assembled in the USA



**24 hr**

virtual samples

**48 hr**

quick proof turns

**exact**

quantity shipments

1908

A.C. Stewart founds the Souvenir Lead Pencil Company in Cedar Rapids, IA  
**Atchison**® founded originally as a provider of leather goods

1953

Wally Haas starts manufacturing a pocket calendar in Sleepy Eye, MN as Haas Press

1969

Creation of BIC Special Markets Division/**BIC Graphic**  
Haas acquires **Triumph**® Calendars from Triumph firm out of Glenwood City, WI

1972

**JAFFA**® is established, and becomes an award-winning supplier for Awards & Recognition products

1973

Radio Cap Company is founded in San Antonio, Texas, later named **RCC KOOZIE**

1995

The **Good Value**™ brand launches, cornering the market on high-impact, affordable promotional calendars



1998

BIC Special Markets Division renamed **BIC Graphic**

2007

BIC Graphic acquires **Atchison**® Products, a 100-year-old brand **ATCHISON**®

2009

BIC Graphic acquires **Norwood** Promotional Products, the 2nd largest supplier of non-apparel promotional products in the USA. This brings the Koozie®, Triumph® & JAFFA® brands into the portfolio



2016

BIC Graphic launches the **KAPSTON**® brand of exclusively designed bags



2017

H.I.G. Capital acquires BIC Graphic



2018

BIC Graphic relaunches the **Souvenir**® brand of writing instruments



2019

BIC Graphic adds promotional apparel through a partnership with **HanesBrands** to offer imprinted garments



2021

**kooziegroup**®

debuts, unifying more than a century of promotional innovation and a robust portfolio of brands under a name that will define the Company's future

# the brands you love





HOMEDICS™

ALTERNATIVE.

goinggreen®

CARAN D'ACHE  
Genève



siliPINT®

MARIO CIONI

kooziegroup®

offers a collection of **40+**  
brands you know and **love**,  
across **10+** categories.

Wilson.

COMFORTWASH®  
from the makers of Hanes



UNIVERSAL  
SOURCE®



Titleist®

PINNACLE



FOOTJOY®

mybevi  
Drink life to the fullest.™



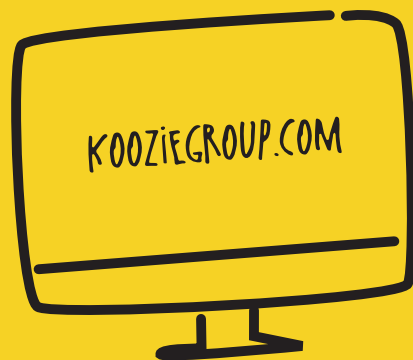
# Like is beautiful

As we **change** for **good**, you'll like how



**We've got what you  
need to sell more!**

On-trend product flyers,  
catalogs, new product books  
and market insights to  
help build your business.



**check** and **secure** inventory  
estimate **shipping**  
online **ordering**—save \$ and time  
virtual **samples**  
best published **price**  
**improved** search





we're making it simple – and fun – for you to partner with us!



**NEW** Call Back Assist  
option for  
customer service.  
No waiting on hold —  
we'll call you back!



**Salesforce** is now used  
across Customer Care,  
Credit, Marketing  
and Sales Teams.  
This allows for complete  
**transparency** across every  
customer interaction so we can  
**faster** serve you.



**Proof turn times**  
are now within  
**48 hours** or less, and  
**24 hours** or less on  
all **virtual requests**.  
Virtuals are also available at  
**kooziegroup.com**  
**24/7!**



# online?

we got you.

At **kooziegroup.com** it's easier than ever to find exactly what you need! The functionality and resources available on our website are practically endless, but here are a few of our favorites. You can:

- Check Inventory
- Calculate Freight
- Check Order Status
- Create Virtual Samples
- Place Orders - in as little as 60 seconds
- Get the Best Prices Online
- Order Random Samples
- Save Items in a Wish List
- Obtain Ordering, Contact and Account Information
- Share Products Online
- View All Current Promotions
- Download High Resolution Images
- Find Safety Sheets and Test Reports
- Download Product Templates
- View Promotional Materials
- Select Stock Art and Images
- Utilize our Targeted Resource Pages
- Click Links to Social Media and Blog
- Find Detailed Product Information
- View Catalogs and Sales Resources





Follow **@KoozieGroup** on social media to be connected to useful articles, real-world case studies and exclusive content written to help grow your business – whether that means selling our products or not.

case studies

steal-worthy blog content

market insights

who's buying now?

trends

new products

**please!**  
steal our stuff!

That's right – copy/paste anything you like into your own marketing efforts and feel free to take all the credit!

# keep it. give it.

At Koozie Group, we want to leave a **positive, lasting impact** with the solutions and experiences we deliver. Our Social Impact & Sustainability Commitment focuses on **four** key areas that help us live by this vision.

These key areas were developed with input from our greatest assets – *our People* – married with our goals for commitment to positive social impact and increased sustainability throughout our business.

We call this vision  
**Keep it. Give it.**



### fostering **diversity & inclusion**

Our open culture champions diverse perspectives, backgrounds and experiences to drive excellence.



### giving back to **employees & community**

Our team members use our People Powers to deliver amazing results for our customers and communities.



### **safety & social responsibility**

We hold an industry-leading position supporting safe products, facility safety and supply chain security.



### **environmental stewardship**

We identify opportunities in every part of our business to help minimize damage to the world around us.

**1,000+**

items made, printed or assembled in the USA which reduces our overall carbon footprint



**75%**

of new products launched will have the KG factor – items designed to lessen environmental impact through longevity



**100%**

of source stock paper used in calendar production is from mills certified by the Sustainable Forestry Initiative® and the Forest Stewardship Council

**2X**

prioritizing safety and responsibility by doubling the amount of supplier compliance auditing

**100%**

of all component parts tested for all new products with re-tests every 2 years

**100,000+**

school supplies donated to children in need in 2020

**4,379**

tons of paper and cardboard recycled annually

**1,200+**

employees participate in an annual Green Week

**100+**

items made with recycled materials

**100%**

of employees provided paid time off for volunteer work, employee cash or product donation

**83%**

of all waste is recycled

**30%**

of outgoing packaging is made from recycled materials



# let's connect

## Back in business – **worldwide!**

Koozie Group® products can be shipped anywhere across the globe\*.

Doing business down under?

**We got you.**

Looking to increase brand awareness in Bavaria?

**No problem.**

Plus, with a product strategy centered around longevity you can be sure promotional products from Koozie Group are items that people will undeniably want to **keep** or **give!**



\*Select products are excluded



**we're  
easy  
to contact**

all the same numbers

**PHONE**

1-888-446-5242

**FAX**

1-800-753-5690

24-Hour Fax: 1-800-626-9015

Credit Fax: 1-800-695-0839

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samples@kooziegroup.com

orders@kooziegroup.com

24Hour@kooziegroup.com



Visit the Koozie Group blog ([kooziegroupblog.com](http://kooziegroupblog.com)) for steal-worthy, share-worthy content... and sign up for the Koozie Group® Scoop, our bi-monthly email newsletter!

**stay  
in-the-know**

**find  
US...**

on the socials



@kooziegroup

in your member service org



US: 40480 | CANADA: 40481 |



KOOZIEGP | PPPC: 560705



# kooziegroup®

**keeping the good stuff...**  
**like 40+ brands you love –**  
*especially*  **BIC!**

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