



parsonsKellogg
premium co-branded products



parsonsKellogg is a unique distributor of promotional products for the corporate marketplace. Built on a heritage of sports, parsonsKellogg executes high profile co-branded sports focused programs, offshore solutions, and day-to-day promotional products for our customers.

Offshore Sourcing

We manage a multimillion dollar import business that's an important part of our success. We responsibly source a full array of custom products which are tested to the 2012 Lead Requirements and CPSIA Testing Standards. Our "on the ground" presence in Asia provides the advantage of getting the highest return on investment for every job. Client partners who have taken advantage of our import service include Citi, Bacardi, Mercedes, Nike, GM, TD Bank, Vineyard Vines, as well as 15 professional sports teams. Together, we can get the most out of your marketing dollars.



On-Site Events

Add a new dimension to your events by adding custom fittings (shoes, clubs, sunglasses, etc.), pop-up store, micro-site, or gift card component. We provide complete support and staffing by trained professionals with extensive products and brand knowledge.



eCommerce

We create and maintain a wide variety of eCommerce Webstores. The stores range from password protected internal corporate sites to portals dedicated to consumers. Several feature a specific sport, such as golf or bowling. Others feature a prime brand like Callaway, Nike or adidas to line up with a particular demographic or marketing initiative. Many of the stores have custom logo product, while others use name brands for incentive purposes. This eCommerce platform is an effective way to offer a mini-website to support a fulfillment program.



Warehousing and Fulfillment



With East and West coast facilities, we are able to receive, decorate, assemble, store and distribute efficiently to your required destination. This allows us to minimize transportation costs to where you want your products delivered. Joining forces with our creative team, we also offer turnkey ordering and mini-websites for any of your fulfillment or incentive programs.

Employee Purchase Programs



With the recovery of the economy, competition to attract and keep good employees is fierce. You can offer them access to deep discounts on name brand merchandise with our Employee Purchase Program. We provide specific themed sites such as golf, sailing, tennis, or other sports, as well as, more consumer lifestyle focused stores. Add our EPP program to your benefits plan.

Gift Card Programs

Our gift card program is a perfect resource for your overall corporate promotional and rewards strategy, whether it's brand focused or all inclusive. The program provides yet another way for your clients and employees to enjoy access to the best co-branded apparel, equipment, and accessories, while strengthening your association with leading brands. Our customizable template gives you the opportunity to design your own gift cards, add a custom banner to the redemption site, and select the items you want to feature in the program. We offer this turnkey program along with the ability to purchase the cards at up to 30% off the face value.



Custom Packaging

Custom packaging provides unique branding opportunities to add exclusivity to your promotional product. This gives you that ability to customize difficult to brand products with a specialty box or wrap. We'll work with your in-house design team or you can take advantage of our creative group for package design. We're able to leverage our extensive local packaging manufacturers for competitive pricing and increased speed to market. If time permits, we can take advantage of our offshore resources for even better pricing.



Vendor Relationships

Over the years we established unique relationships with today's leading brands, giving us access to their products and styles which our competition cannot source.

As a Master Supplier, we also offer prices that are un-matched. We can source anything of interest to you through our partnerships with hundreds of brands. Some of our favorites are listed below.



Customer Partners

ARBELLA®





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1 Noyes Avenue Rumford, RI 02916

Tel: (401) 438-0650 Fax: (401) 438-0651

www.parsonskellogg.com