

## **ASW Global Expands Brand Marketing Fulfillment Services**

André Thornton, CEO of Akron-based ASW Global announced that its marketing fulfillment division, Global Promotions & Incentives (GPI) will grow in size, scale, and services with the acquisition of Indianapolis-based firm, Main Event Merchandise Group. Both firms specialize in outsourced merchandise branding, marketing management, and fulfillment services. Thornton stated: *“As a Supply Chain Solutions Company, ASW is achieving one of its strategic goals to model services that are best in class. We are excited about the increased capabilities for which Main Event Merchandise Group is known. The company offers creative solutions in branding, licensing, and fulfillment that will appeal to the ASW client base.”*

One of the largest MBE suppliers in the Midwest, ASW Global will benefit from a broader presence with additional offices in Colorado, Ohio, Indiana, and Tennessee. The merged firms will retain the well-respected Main Event brand name and will continue to provide B2B and B2C services both domestically and internationally. Main Event also has a strong presence in Canada, solidifying ASW’s North American presence.

Brian Fahle founded Main Event in 2001. Fahle with 25 years in the merchandising industry will be President of the marketing management service division using his extensive experience in delivering integrated services from merchandising, graphic design, licensing, production, and ecommerce fulfillment. Fahle stated: *“Main Event’s niche is to build multiple programs satisfying the client’s needs end to end. This approach has become Main Event’s trademark and merging with ASW Global will strengthen our ability to offer an even broader array of services while streamlining our processes.”*

Both GPI and Main Event are specialists in marketing fulfillment services for complex organizations with high brand loyalty and value. Main Event has successfully attracted niche markets such as sports associations, retailers, and marquee organizations seeking to monetize their brand while GPI has a strong presence in the financial, industrial, and education sectors.

Both Thornton and Fahle emphasize the advantages to their client base including diverse service solutions, leveraged supplier relationships, cost containment, as well as enhanced purchasing power. Thornton stated: *“Ultimately our clients will benefit from the combined services supported through the new Main Event identity.”*

## **About ASW Global**

ASW Global is a Supply Chain Solutions Company based in Akron, Ohio. The company was acquired in 2007 by André Thornton, widely recognized community leader and former MLB baseball player. The company provides end to end solutions in logistics, fulfillment, and value added warehouse distribution services for international suppliers, large box retailers, industrial, polymer, and utilities industry. ASW Global is one of the largest minority-owned business enterprises (MBE) in the market.

## **About Brian Fahle/Main Event Merchandise Group**

Fahle founded Main event in 2001. Prior to that, Fahle led the corporate premium division for Logo7/Logo Athletic, at the time the largest player in the licensed sports apparel market. Prior to Logo 7, Fahle was regional sales representative for Cutter & Buck, the largest supplier of premium apparel to corporate America. Fahle is a board member of the Indiana Chapter of Entrepreneur's Organization (EO).

## **About the Promotional Products Industry**

According to the Promotional Products Association International (PPAI), industry revenues have grown steadily and recovered quickly after periodic declines during recessions. Over the past 38 years only four years showed a decline in industry revenue and as of 2012, it is estimated to be an \$18.5 billion industry. Marketing, licensing, and promotional product distribution remains one of the most effective brand name recognition solutions in the marketing toolbox.