

Gotta-Grip Golf Product Stands Out In A Sea Of 500,000 Product Ideas. Featured Promotional Distributor: Total Printing Solutions Wichita, KS

The Dallas Ad Specialty (ASI) show is one of the major annual promotional products shows servicing the 17-billion dollar per year promotional products industry. ASI-Dallas attracts distributors from surrounding states, as well as from across the country. Distributors attend these types of shows in search of new and unique promotional items to add to their catalogs and showrooms. Typically, the best products in the industry are on display from promotional products suppliers like Legend Marketing Group of Orange City IA. In addition to being a leading cap manufacturer, Legend is the exclusive supplier of a patented new golf product called Gotta-Grip. Add to this, special keynote presentations from people like Colin Powell, Jay Leno, plus sales and technology seminars featuring leading industry experts, and you have a recipe for success.

That's the attitude that Jarrett Griffin, of Total Printing Solutions took with him last February when he attended the ASI show in Dallas. "I go to these shows with my clients in mind, and I am always looking for things that are new, or may fit a customer's specific needs. Of particular interest to me are unique items that will show well when I get back home and meet with my clients at their location, or at business fairs and luncheons," said Mr. Griffin. "We have been in business for over 25 years and are continually updating our showroom and product offerings, which have branched out from primarily printing five years ago, to our full-blown promotions catalog today. We are always seeking out better products and ways to help our clients get more for their marketing dollars. When I saw this embroidered [Gotta-Grip] tube with a golf club on it and a custom embroidered logo displayed at Legend's booth, I had to inquire into its purpose. After a quick demonstration, I was wowed," continued Griffin.

"Being a big golfer myself and the person who heads up sales for our 500,000+ promotional products & ideas inventory, I knew I had stumbled upon something new and unique for the golf-related segment of our promotional business. I have all kinds of businesses, ranging from disaster recovery, to churches and insurance companies that host golf tournaments. Some companies also use golf-related products as sales premiums. I knew of several customers that would be interested in this product with their logo beautifully embroidered on it. I ordered samples with our Total Solutions Printing logo on them, and I was even more impressed with the quality of workmanship and embroidery when I received them. My two biggest customers were so impressed that I never got the samples back—but I did get orders for hundreds of Gotta-Grips from each of them, so it was worth it," concluded Mr. Griffin.

"When I first spoke to Jarrett, I was humbled by his enthusiasm for Gotta-Grip. He expressed to me that he has been attending these types of shows for four years and Gotta-Grip was the first new and unique product for golf he had found," said Westy Foss, inventor of the golf product, and partner in Gotta-Grip LLLP. "Our manufacturer, Legend Marketing Group will be pleased to know that their proven reputation for quality headwear is transcending to Gotta-Grip as well. We are thrilled to have companies like Total Printing Solutions, who fully realize our product's purpose and marketing value, to be marketing Gotta-Grip. We look forward to hearing their success stories in the coming year," concluded Foss.

About Total Printing Solutions

Total Printing Solutions has been servicing customers in the Promotional Products industry for over 5 years now. We are located in the heart of Wichita Kansas and we are always ready to provide our customers with the highest quality premiums, including all spectrums of promotional needs. We encourage you to visit our website www.totalprintingsolutions.com and click on promotional products or email: jarrett@totalprintingsolutions.com. We can also be reached by calling 1-800-788-4901 or locally at 316-264-1612. We look forward to assisting you with all your promotional and printing needs. (ASI#345575)

About Gotta-Grip LLLP

Gotta-Grip LLLP is the developer of the Gotta-Grip golf product, a patented, on-course grip restorer that helps golfers re-vitalizes worn, wet golf grips. Gotta-Grip conforms to the USGA rules. Gotta-Grip is made in the USA and helps golfers improve their golf swing by instantly improving their golf grip. It can actually help add distance & accuracy to one's golf game. Gotta-Grip is manufactured, and supplied to the promotional products industry exclusively by Legend Marketing Group, a leading headwear supplier. It is available as a golf tournament premium, with custom-embroidered corporate logos, through Ad Specialty and Promotional Products distributors. Ad Specialty distributors sell Gotta-Grip to companies that want their logo on golf-related items for golf tournaments, awards programs, golf-related thank you gifts, etc. Gotta-Grip is available in a retail version at www.gotta-grip.com.