

## **Gotta-Grip Helps One Successful Distributor Drive Promotional Golf Item Sales**

### **Featured Promotional Distributor: St Associates of Wakefield, MA**

When Gary Monastiero, of ST Associates attended the 2006 ASI show in Orlando FL, he saw something that caught his eye. Mr. Monastiero was intrigued by an item at Legend Marketing Group's booth. He was familiar with Legend as a quality cap manufacturer, but had not heard of Gotta-Grip. He was however, also familiar with golf. After seeing a demonstration of Gotta-Grip on a worn golf grip, he felt this would be an interesting golf promotional product to show his clients.

Gary Monastiero eventually ordered a sample from his supplier Legend Marketing Group, the exclusive supplier of Gotta-Grip to the Ad Specialty & Promotional Products industry, with ST Associates logo embroidered on it. His instincts on this new product for golf proved correct. The result was...sales!

"We offer many services at ST Associates, from graphic design, to interactive media, printing, and also promotional products. It's important for us to learn as much about the challenges facing our clients as possible—Particularly relating to their marketing needs," said Gary Monastiero of ST Associates. "When I saw Gotta-Grip, I thought it could help several of our customers stand out among other more common golf items found at corporate golf tournaments. To date, we have sold over 500, and our customers are very pleased with the visibility and embroidered logo awareness," added Monastiero.

"At Gotta-Grip LLLP, we are pleased that our manufacturer, Legend Marketing Group can help ad specialty distributors like St Associates who are looking for new golf products like ours. With over 140,000 charity and corporate golf tournaments held in the US every year, promotional products companies need to find new ways to help their customers stretch their marketing dollars," said Westy Foss, inventor of Gotta-Grip, and partner in Gotta-Grip LLLP. "A patented golf product like ours that can be decorated with a corporate logo, and actually helps golfers enjoy tournament play can be the perfect choice," concluded Foss.

#### **About ST Associates**

ST Associates is a marketing services company. We provide promotional items (**asi 316132**) and own and operate a printing company and fulfillment center. We provide our clients with a complete solution for their marketing communication needs.

More information at [www.stassoc.com](http://www.stassoc.com)

#### **About Legend Marketing Group**

Legend Marketing Group is based in Orange City, IA, with manufacturing capabilities in the US, and China. Long-standing leaders in the headwear business, Legend headwear is sold only through promotional distributors, screen-printers and embroiderers, **ASI 66955 PPAI 112264**. For further information, see [www.legendmg.com](http://www.legendmg.com)

#### **About Gotta-Grip LLLP**

Gotta-Grip LLLP is the developer of the Gotta-Grip golf product, a patented, on-course grip restorer that 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 by Legend Marketing Group, a leading cap 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 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](http://www.gotta-grip.com)

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