

2017 Factory Tour at Storm Duds Raingear

The weather was true to the “April Showers” expression enabling a fitting ambiance for our Storm Duds Factory Tour on April 25th. Did NEPPA mind? No Way! As they say at Storm Duds, “Yeah, we got you covered!”

The Factory Tour coincided with April’s Promotional Products Work Week to welcome distributors to the Attleboro, MA facility. Storm Duds generously re-arranged the facility to accommodate our large group providing not only a very informative presentation, but also a tour along with a delicious breakfast. Meredith O’Brien’s “Dry” humor in presenting left us all engaged. Members were then able to go behind the scenes and print their own NEPPA branded umbrella – also enabling a dry exit at the end of the event. We went through all phases of production from order entry, art department, the screening process, printing, drying and folding/packaging. We got an inside peek watching the various machines tooled for large umbrellas to towels, flip-flops and even ponchos.

Michael Bender, the New England rep for Storm Duds, has been proudly affiliated with Storm Duds for over 8 years. Michael shared, “Besides their incredible depth of inventory, Storm Duds is one of the largest printers in the northeast. All of their machines have been customized to accommodate umbrellas which are both difficult and tedious to print. First and foremost, they’re good people.”

When we were equipped with our personal NEPPA souvenirs, Storm Duds raffled off a great self-promo of “The Classic Tote.” Lucky NEPPA Member Dawn Marie Perkins of Spotlight Print & Promo Solutions/iPROMOTEu took home the raffle prize to share with her clients.

Thank you, Storm Duds, for sharing your facility with us. If you missed the tour, make sure to check out their new website:
<http://www.stormduds.com/home>.

*Heather O'Neill, Walker-Clay Inc.
Networking Committee Co-chair*