

# Members Experience the “Softer” Side of NEPPA at the alphabroder Factory Tour

As part of Promotional Products Work! Week, a team of NEPPA distributors headed over to Middleboro, MA to experience a factory tour of the alphabroder facility. We were welcomed into their showroom displaying a wide variety of apparel along with a table of lovely pastries to fill up before the tour. Due to our large group of over 30 people, we divided up into two tours led by Kim Campbell, DC Manager, and Eric Shinko, Outbound Manager. We toured the expansive warehouse with racks stacked over 40'+ high! Luckily the staff has efficient motorized carts as my legs were tired just looking at all the rows and aisles. We popped into the expeditors office to see how orders are received and processed accordingly to hit the various shipping timelines.

One group veered off to go pick their own order on the floor along with their Sales Reps, Katherine Couture and Lori Donovan. The second half of the group got a nice rundown of the hot products in the spring collection by Chris Clark, Regional VP of Sales for the Northeast. We went over different decoration styles including their intricate heat seal technique.

Our factory tours are truly a fantastic way for members to not only learn about the specific company we are visiting but get a better understanding of our suppliers' operations as a whole. We invite you, when available, to join our suppliers on their tours to enhance your knowledge on what happens at these great factories which handle your clients' orders.

Thank you to alphabroder for welcoming us to their facility and further demonstrating...Promotional Products Work!

*Heather O'Neill, CAS*

*Walker-Clay, Inc.*

*Professional Development Chair*