

HUB Promotional Group acquires HandStands PROMO, Marking 7th Acquisition in Two Years

HandStands® Salt Lake City location enhances HUB's expanding nationwide footprint. The HandStands® product lineup complements the market-leading technology and lifestyle products of the HUB Group.

Strengthening the leadership team, Chris Anderson, Chairman of HandStands, will become the Chief Operating Officer of HUB Promotional Group. "I am super excited for HandStands' next chapter and the opportunity to play a larger role in the growth and development of HUB," says HUB COO, Chris Anderson. "Given the rapid evolution that is occurring in the promotional products industry, we were looking for more than just growth capital. We wanted a strategic partner to help us become an industry leader on a far more rapid timeline – and our partnership with HUB provides exactly what we have been looking for."

Rodd Steuart, HandStands CEO, who will continue to lead HandStands Promo, adds, "I am excited to leverage the reach and resources of HUB Promotional Group for the benefit of HandStands' customers and employees. By teaming up with HUB, we are greatly enhancing the customer experience we are able to offer as a result of this combination of businesses."