

Prime Line® Honors Employees at Award Recognition Ceremonies Four Sales Team Members Win Awards from Distributors



Prime Line®, the hard goods and decoration division of alphabroder, held employee recognition ceremonies at its Connecticut and South Carolina facilities honoring employees nominated for alphabroder-Prime Line Corporate Team Recognition Awards.

Prime’s winners included Rick Tanner (Innovation Award), Jeffery Bennett (Leadership Award) and Willary Acevedo (Spirit Award) were also honored at an awards dinner that took place in conjunction with alphabroder’s Northeast Expo show.

alphabroder’s recognition awards program originated in 2018 and spotlights employees who dedicate themselves to doing an amazing job, consistently, day in and day out.

In addition, Prime Line was named Supplier of the Year by Quality Logo Products for the fourth consecutive year and four members of Prime’s sales team were honored by other distributors. Gabriel Jordan was recognized by PromoShop as its Outside Rep of the Year; Alexandra Gukhman was named Outstanding Supplier Representative by iPROMOTEu; Joe Dworkin received ePromos’ Elite Inside Sales Rep of the Year award; and, Jonathan Horowitz was honored as the CPPA Supplier Internal Support Person of the Year.

“These awards are well deserved and a testament to the hard work and dedication of the individual recipients as well as those who support them,” said Jeff Lederer, president of Prime Line.