

Chocolate Inn | Lanco Names New Northeast Sales Rep

Chocolate Inn | Lanco has named Jon Granek as the company's new Northeast Sales Representative. Granek will be replacing current sales representative, Chris Barlow, who has taken on the role of Southeast Territory Sales Representative. Granek and Barlow's extensive promotional products industry knowledge will help to further enhance the customer experience in the Northeast and Southeast.

"These are exciting changes for Chocolate Inn | Lanco, and our sales team," said Chris O'Connor, VP Sales for Chocolate Inn| Lanco. "Jon is an industry veteran with a wealth of knowledge of the Northeast territory, particularly the New York and New Jersey area. I know that he will be able to make an instant impact to help our team as we head into the important 4th quarter holiday season."

Granek comes to Chocolate Inn | Lanco with extensive sales experience — 11 years of that in the promotional products industry with supplier Jetline (now known as Primeline). It is at Jetline/Primeline where Granek honed his sales skills, rising up the ranks to Regional Sales Manager, and having the honor of being nominated twice as a SAAGNY Supplier Representative of the Year. In his new role at Chocolate Inn | Lanco, Granek will tap into these experiences to help consult distributors on the latest promotional trends to select the ideal custom solution for their customers.

"I am extremely excited to take on the role of Regional Sales Manager for Chocolate Inn | Lanco," said Granek. "I look forward to working with my industry friends and customers again, continuing to develop relationships and growing our businesses together."