

## Barker Specialty Celebrates 70 Years in Business

Barker Specialty is pleased to announce it is celebrating 70 years in business! The promotional products company was started in 1951 by Gloria and Herb Barker who had a vision that tangible marketing products would one day become a critical advertising medium. Their thought was that useful products, those that can be seen repeatedly, would be a popular way to carry a branded message.

“I am so proud that my parents’ vision has become a reality and the company they started in their kitchen has become one of the premier promotional products companies in the country with nearly 80 employees. While I am saddened Gloria and Herb are not here to share our 70th anniversary, I am thrilled they were both here for our 65th, and we are committed to continuing the wonderful legacy they created,” says Gerry Barker, President of Barker Specialty.

What started as a desire of Gloria and Herb’s to share in the joy people receive when getting a gift of a promotional item has turned into a thriving second generation family-owned business. In addition, they wanted to create a work environment where respect for fellow employees and clients was paramount. This mentality extended to the greater community where Barker Specialty has and continues to give job and internship opportunities, donations and volunteers to many worthwhile causes and organizations.

Barker Specialty continues to thrive and stand out as a leader in the promotional products industry. With multiple recognitions including most recently the 2020 PPAI Pyramid Award for Technology, Barker Specialty is committed to growing and adapting to offering the best services for our clients for years to come!