

David Goldfarb AAkron Line

What is your title/role at AAkron Line?

I am the Northeast Regional Sales Manager for AAkron Line, covering 13 states in this region.

How long have you been in the industry?

I've been in the promotional products industry since 2010, making this my 13th year.

What do you like best about your company?

The people, the product, and the process are what makes me love working for this company. AAkron Line has been in business for over 50 years and it's a family-owned business. Every day they give me the tools I need to be successful for them in my region. We offer 350+ USA Made products, which is a great selling feature for my customers. We have a great team in place that makes the ordering process from beginning to end run as smoothly as possible. I couldn't be happier.

How do you describe what you do for work to non-promo people?

My company manufactures promotional products like pencils and drinkware where we can place logos on them to increase brand awareness. I usually ask non-promo people to open their "pen drawer" at home where they can see multiple brands being advertised on their stationery.

What is your favorite promo product that you own and use?

My favorite promo product that I personally use, and what my family uses, are our mood color changing pens – item 16030. It's a pen we use daily and my daughters love to see the pen change color. I also enjoy highlighting these pens at various sales meetings and tradeshow because everyone gets excited to watch the magic happen.

Do you have any words of wisdom for people who are just starting out in the industry?

Always keep learning and always stay hungry. I've been in this industry for 13 years and I'm constantly learning from my peers

As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

AAkron Line is committed to reducing our carbon footprint by challenging ourselves to reduce the size of our waste contribution. To do this, we are maximizing the environment's sustainability and providing a better Earth for future generations. Approximately 85% of our poly bags are biodegradable with 100% to be converted by the end of the year. We regrind and reuse all remaining plastic from our manufacturing process to ensure 0% waste. For years, we have been

working with vendors who manufacture corrugated boxes that are comprised of 100% post-consumer waste. For more information, please visit our website at https://www.aakronline.com/en_us/page/Environmental%20Responsibility

When attending a tradeshow what is your Key to Success?

As a supplier, having a great booth display or presence is key to having distributors come by to visit. It is best practice to listen to their needs and follow-up when you say you will. All your attention should be to the distributor to build that strong relationship.

Would you like to give a shout out to someone in the industry who has made a difference in your career?

I don't have a specific person to mention, but I will give a shout out to all the suppliers and distributors in the Northeast who I've met over the years that continue to support me and support the companies that I have worked for. If it wasn't for them – I wouldn't be where I am today.

What is your favorite quote (movie/literary/personal)?

“Show me the money!” – Jerry Maguire

Do you have any fun hobbies or meaningful volunteer work?

Currently, my hobbies and volunteer work have been put on hold as I've been busy raising my family over the last few years. With two little girls, ages 3 ½ and 1 ½, my time has been dedicated to them each day. There's no better sound than hearing the toy bin being dumped upside down.

What meme describes you best?

