

TOM ZULIANI

Edwards Garment

If you attended NEPPA's Fall Expo, you probably noticed the sharp-looking sweaters and polos worn by our Board and Fall Expo Committee, courtesy of none other than Tom Zuliani of Edwards Garment. Beyond keeping us coordinated in style, Tom played a key role behind the scenes as a dedicated member of the Fall Expo Committee, helping plan and prep for the event's success. His enthusiasm, collaboration, and generosity made a lasting impression, and after getting to know him better through the process, we knew we had to shine a spotlight on our NEPPA MVP - Tom Zuliani.

What is your title/role at Edwards Garment?

Territory Manager for New England

How long have you been in the industry?

26 years, representing Edwards for the past 7

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

"I work for a clothing company."

Oh, what's the name of the company?

"You've never heard of them"....

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

Travel mugs - friends have given me many old display samples over the years and I use them all.

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

Don't underestimate the personal touch. Technology is essential, but it's not everything.

Do you have any words of wisdom for people who have been in the industry for a long time?

Embrace technology. Weave it into your personal growth journey.

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?

Almost every new style that we introduce has a component of recycled fiber, if not completely made with recycled fiber. We use recycled poly bags and we constantly evaluate ways to improve our sustainability.

When attending a tradeshow as a supplier what is your Key to Success?

Asking the right questions. Never judge a book by its cover. Try to learn something that sticks.

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

JoAnn Ribaud. Her success is only surpassed by her kindness.

Tell us something about you that most people may not know.

I worked at the old Boston Garden for 5 years during the Larry Bird run and I unpacked, folded and sold hundreds of LB tee shirts every day, all day, for several years, and I was a NY Knicks fan!

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

"I have the simplest tastes. I am always satisfied with the best."

– Oscar Wilde

Do you have any fun hobbies or meaningful volunteer work?

Primitive camping/kayaking/fishing, golf and pickleball