

TINA MEYERS

Cutter & Buck

[What is your title/role at your company?](#)

My name is Tina Meyers and I'm the Northeast Rep for Cutter & Buck.

[How long have you been in the industry?](#)

I have worked for Cutter & Buck for about 2 ½ Years.

[What do you like best about your company?](#)

What I love about Cutter & Buck is we offer so many great solutions to our customers business needs. We now have over 200 contract decorators that are part of our SHARE SHIP PROGRAM where you get FREE FREIGHT into all of them no minimum order. We also decorate in house and that along with the level of quality and sustainability with our apparel it provides many solutions to our business partners to help them grow their apparel business!

[How do you describe what you do for work and what's important to your clients?](#)

As a promotional apparel rep for Cutter & Buck, the single most important focus is brand alignment through quality and consistency. My clients need their logos to look sharp, colors to match exact brand guidelines, and garments to feel premium so recipients actually wear them and associate that positive experience with the Cutter & Buck brand. Staying on point with their budget and turnaround time are critical to make sure we exceed their customer's expectations!

[What is your favorite promo product that you own and use?](#)

I would say one of my favorite products that I wear is our Cutter & Buck Rainier Jacket. It's very unique jacket that offers an elevated corporate style, very light weight and packable – very versatile piece.

[Do you have any words of wisdom for people who are just starting out in the industry?](#)

The promotional products industry is a space that is so welcoming! In a very short time frame, I have made very strong business and personal relationships with my clients. Many of them are more than just business partners for they will be lifelong friends! I truly love this industry and the people that make it what it is!

[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?](#)

Cutter & Buck is committed to sustainability, creating long lasting product through sustainable production practices in four areas: Sustainable Products utilizing recycled and sustainable materials in over 100 styles .Sustainable Operations eliminate all air-freight from the supply chain .Sustainable Production utilizes the well-established AMFORI-BSCI Platform to insure Social Responsibility throughout the Supply Chain .Sustainable Packaging now made from Post-Consumer

[When attending a tradeshow what is your key to success?](#)

My key focus is learning about the client and their business needs and finding the best solution for their end user within their budget and time line to exceed their clients' expectations and have a repeat Cutter & Buck customer!

[Would you like to give a shout out to someone in the industry who has made a difference in your career?](#)

I would love to give a shout out to all my clients that have given me the opportunity to support them on a weekly basis and partner with them on their apparel needs. I also want to thank all my clients that have allowed me to attend their end user meetings and better support their clients to elevate their sales to the next level! These partnership opportunities have allowed me to grow, learn and elevate my understanding of each client's business needs and all the resources I can provide them!

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

Prior to being in the promotional space I worked for L'Oréal for over 22 years as district sale manager for Lancôme and Regional Sales Manager for Salon Centric.

What is your favorite quote?

Work hard, play hard, love big, and live big!

Do you have any fun hobbies or meaningful volunteer work?

I love yoga, it keeps me strong, grounded and focused on my mind and body. I enjoy volunteering for local charity golf tournaments and school events related to both my kids for that is something that is very important to me and my family to support their school community!