

Prime Line Tour Highlights

We were thrilled to host 20 attendees at our Prime Line facility tour on June 11th!

A massive thank you to the Prime Line team—Jon Granek (Director, Outside Regional Sales), Eric Levin (General Manager), Lindsey Ruscio (Senior Marketing Manager) and Roberto Rodriguez (Production Team)—who went above and beyond to deliver an incredible experience for NEPPA members. Eric even came in during his vacation! We felt truly honored to have him join us, sharing his deep industry expertise and great sense of humor.

Behind the Scenes of a Print Powerhouse

The tour kicked off with coffee, donuts, and an informative overview video. From there, we broke into small groups for a deep dive into the facility's decorating areas. Roberto and Eric led our groups with a mix of humor and insight that made every stop memorable.

One standout was the Yeti decorating area—a brilliantly run machine of efficiency and precision. Primeline is truly a master of the decoration craft. Throughout the tour, we witnessed a wide array of cutting-edge capabilities in action, including:

- Pad Printing
- Modern Silkscreen Prep & Silkscreening
- Cutting-Edge Digital Imprinting
- Debossing & Direct-to-Film (DTF)
- The Digital Helix Machine

Best of all, we got to meet the skilled professionals who bring our promo goods to life every day.

The Symphony of the Print Floor

One of our biggest takeaways was seeing firsthand that printing is a complex, highly synchronized multi-step process. While software feeds artwork to the presses, it still takes dedicated human skill to make the magic happen. Depending on the job, a single print operation relies on a closely coordinated team:

- Person 1: Feeds the printer.
- Person 2: Continuously monitors print quality.
- Person 3: Manages the curing/drying process.
- Person 4: Handles final packaging.

Lessons from a Humble Beach Ball

While every station was impressive, one specific moment perfectly illustrated the

polybagging station. An entry-level item was handled with the exact same care, precision, and attention to detail as a high-end luxury gift.

A Quick Reminder to Show Some Appreciation

The supplier production teams powering our industry are top-notch, highly trained experts. They are truly the wind beneath our wings—carrying the daily responsibility of delivering flawless promo items to our clients. Simply put, we couldn't do what we do without them.

Wrapping Up & Sharing the Love

After an eye-opening tour, we gathered for a delicious lunch, a dynamic new product presentation from Lindsey and Jon, and some wonderful networking with industry peers.

Everyone left with some awesome cooler bags and camper mugs!

Take two minutes today to send a quick note highlighting a manufacturing team that recently completed a great order for you. Send it to your factory rep and ask them to share it with the print floor. A little recognition goes a long way for the people who power promo!

Thank you to Prime Line and all the NEPPA members who joined us for this fantastic day of learning and connection!

Lisa Fosdick, The Promo Playbook

Kathy Lojacono, HALO

Committee Co-chairs

extraordinary caliber of factory production teams: watching the printing of a simple, inexpensive beach ball.

The print operator carefully unfolded the beach ball by hand, aligned it precisely on a block, and lowered the print head. Once printed, she meticulously checked it against her “Control” sample before placing it in the finished goods pile to move on to the