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The Marek Group Acquires Promotional Products Distributor CPI Promotions

MILWAUKEE, Wisc., — The Marek Group, a Wisconsin based sales enablement and marketing communications firm, is pleased to announce the acquisition of CPI Promotions, a promotional product distributor and manufacturer located in Pewaukee, WI.

The Marek Group, headquartered in Waukesha, WI, provides turn-key solutions for Fortune 1000 companies to support their distributed sales channels with sales and marketing content in all forms of media, via a cloud based marketing on-demand storefront. Marek designs and implements these solutions, and supports the content distribution with its own direct marketing agency, commercial printing operations, fulfillment services and distribution centers.

CPI Promotions enhances brand awareness for large global corporations by providing branded promotional items used by sales and marketing professionals. CPI is unique in the promotional products industry with their internal manufacturing on-demand capabilities and niche product offerings for specific vertical markets.

“The addition of CPI to The Marek Group family of companies allows us to provide all of what our clients need to arm their sales and distribution partners for success,” said Tami Marek-Loper, President of The Marek Group. “We found an exceptional partner who brings substantial promotional products expertise to our company, along with a manufacturing and distribution platform that is entirely consistent with our business model.”

Cary Caliendo, founder and President of CPI Promotions commented, “We are very happy to be joining The Marek Group as we see great synergy between the two companies. Knowing we can provide our customers with turn-key solutions that are supported by real-time data analytics to operate more effective marketing programs is very exciting for us.” Caliendo will remain with the company as Divisional President in the promotional products division.

Marek Group CEO Fuzzy Marek said the acquisition is a strategic move— an opportunity that continues to transform and diversify their business model. “Our goal as an organization is to help our clients with distributed sales channels to optimize their entire marketing supply chain. Our unique ability to get the right content, to the right sales channel, at the right time, and in the medium that will help them close

deals faster is what truly sets us apart. Promotional products are a big part of our customer's marketing content strategy and this acquisition will help us better deliver this form of media to the field," added Marek.

Over the past few years, The Marek Group has strategically positioned itself as a leader in the Sales Enablement industry with acquisitions of Minneapolis based Brandspring Solutions, Milwaukee based Publisher's Diversified Mail Service, the recent hiring of 8 former employees of Milwaukee's Proven Direct who specialize in data analytics, and now the acquisition of CPI Promotions. Marek's future is led by their unique vision — sales enablement specific to businesses with large distributed sales forces — helping clients be more profitable by driving their channel sales up and cost of sales down. When clients utilize The Marek Group's cloud based software applications, their users in the field are allowed instant access to personalize and purchase branded digital content, printed collateral, promotional products, digital and paper based direct marketing, TV and radio spots, and more - all supported by Marek's world-class fulfillment and content distribution services.

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ABOUT THE MAREK GROUP

The Marek Group is a sales enablement leader with roots dating back to 1972 in commercial printing, direct marketing, and fulfillment services. Today, their ability to build sophisticated technology integrations, automated print on demand, world-wide distribution, web-enabled marketing collateral management and more— is a result of that vision that started in 1972. The Marek Group is rated as one of the nation's leading printers by Printing Impressions®; its executives awarded the 40 Under 40 by the Milwaukee Business Journal; and is consistently recognized by industry leaders for exceptional quality and technology advancements. With approximately 150 employees in Waukesha, Milwaukee, and Minneapolis, The Marek Group works with businesses with distributed sales channels in the financial services, healthcare, manufacturing, insurance, beverage, and retail industries.

ABOUT CPI Promotions

For over 15 years, CPI Promotions has delivered quality branded promotional products and corporate incentives to b2b, b2c, and non-profit clients. With award-winning creative talent, CPI is known for bringing unique and one-of-a-kind items to market. In addition, they have perfected on-demand manufacturing and distribution offering their clients single-unit ordering with competitive pricing and little to no inventory. From Fortune 500 companies to start-ups, CPI Promotions is a full service promotional marketing firm that serves businesses across multiple industries.