

FOR IMMEDIATE RELEASE

## **NC CUSTOM NAMES INDUSTRY VETERAN HEAD OF PROGRAM BUSINESS**

**HICKSVILLE, NY** – NC Custom (ASI: 44900; SAGE: 52303; PPAI: 111662; PPC: 920802) is excited to announce the addition of 30-year promotional products industry veteran Scott Anderson to its senior sales team as Program Business Development Specialist. Scott has joined the team targeting specific strategic accounts with a goal of expanding NC Custom's product placement within corporate programs. The addition of Anderson furthers the company's continued push to expand its reach and recognition within the industry.

"We are excited to add a top talent like Scott Anderson to our sales team," said Lance Stier, NC Custom Chairman and CEO. "Scott has a proven track record of delivering growth in programs and key strategic accounts. We are excited for him to partner closely with our sales leadership across the US and Canada to drive strategic top-line growth."

"Scott exhibits the same traits that are consistent throughout our organization... service and communication. He will dive into the program business of many of our distributor partners and assist them in supporting their client needs in every aspect." said David Miller, NC Custom President

Scott brings to bear over 20 years of experience working at PCNA, where he served in multiple sales roles to help foster the growth in their apparel and hard goods business. He then went on to become a key member at Facilisgroup, helping to serve the promotional products industry with technology to build new solutions for over 5,000 users.

At NC Custom, Anderson plans to bring this wealth of knowledge to bear on the vast array of products being offered. "I am so excited to be part of the NC Custom team. With a product mix that addresses 85% of product sold in our space, including apparel, and a team that will do anything possible to support their customers, the sky is the limit." said Anderson.

NC Custom has invested heavily in building a leading domestic, multi-category manufacturing operation in the past decade. Anderson's focus will be driving sales across this platform, including two significant recent core initiatives: ACE USA and Creatively Kitted. ACE, which NC Custom acquired in 2020, is the largest resort merchandise collections supplier, combining apparel, hard goods, and accessories. The line, offered exclusively via NC Custom in the corporate markets, differentiates itself from current market offerings in bringing a resort vibe to classic basics, plus a give back to the National Park Foundation. Creatively Kitted is the company's best-selling kitting line, which combines products across edible, hard goods, and apparel with thematic fun branding, and on-trend design, leveraging NC Custom's parent company's experience in the retail markets.

### **ABOUT NC CUSTOM**

With over 50 years of combined award-winning experience, NC Custom (ASI: 44900; SAGE: 52303; PPAI: 111662; PPC: 920802), is a top-40 ASI Supplier, and the leading diversified manufacturer of 3,000 plus items, ranging across confectionery, mints, chocolate, hard goods, health and beauty, wellness, premium apparel and soft goods, servicing distributors in the promotional products industry. NC Custom remains the only food vendor in the promotional products industry that is SQF certified - the highest global standard of food safety. The Company operates out of 2 world-class manufacturing facilities and features an industry-leading assortment of printing, packaging, and decorating capabilities. As a leading manufacturer, NC

Custom also features extensive product customization capabilities, including custom shaped mints, custom shaped chocolate, custom formulated lip balm, candles, lotions, and more. It owns industry brands including Chocolate Inn ®, Taylor & Grant ®, Lanco®, ACE USA ® and partner brands include M&M's ®, Godiva ®, Lindt ®, Jelly Belly ®, Mrs. Fields ® and more.

For more information, please see [www.nccustom.com](http://www.nccustom.com).