



COMPANY, LLC

NEWS RELEASE

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FOR IMMEDIATE RELEASE:



From left to right, Paul Hohenwald, VP of Spartan, Alvin Badiner, and Laura Lyons

“The Power of a Pen” Voted Winning Entry in Sweda’s “Killer” Case Study Challenge

Submission by Laura Lyons of Spartan Promotional Group on behalf of her colleague industry veteran Alvin Badiner tells a story of how we all can use a promotional product

CITY OF INDUSTRY, Calif., (Oct. 6, 2009) – As part of its “Killer” Case Study Challenge, Sweda (ASI# 90305) is thrilled to announce that **“The Power of a Pen”** submitted by Laura Lyons of Spartan Promotional Group (ASI# 331150), Minneapolis, MN, racked up 44% of the 4,000 plus total votes received, to claim the winner’s check of \$5,000 plus an added bonus in the form of a \$2,500 company credit memo to Spartan.

“I’m just speechless,” said Laura Lyons. “I hope this Case Study speaks to all of us in the ad specialties business. I think that it teaches us about our own use of promotional products and how that promotes not only salespeople, but the industry as a whole.”



Sweda also wishes to congratulate the five Finalists: **“Nurses Day Gift in Military Time”** by Julie Lewis, AIA/Creative Promotions, Braintree, MA; **“Hurricane Flashlights”** by Bill Turney, The Augusta Group, Houston, TX; **“Flexible Solutions”** by Laurie Aronoff, Goldner Associates, Nashville, TN; **“KaBOOM! and The Home Depot Foundation”** by Jamie Cohen, Sonic Promos, Gaithersburg, MD; and **“Internal Buzz for a New Web Campaign”** by Mark Yokoyama, ePromos Promotional Products, Inc., New York, NY.

“We had way too much fun with this,” commented Lou Nicolaides, Sweda, Director of Marketing. “The excitement kept building and we’re thrilled about receiving over 4,000 total votes,” he added. “We’re so happy for Laura and all the Finalists, but the industry is also a winner here too. We accomplished our goal to compile and share the entire Case Study library to offer distributors a useful tool in project idea planning.”

The library of over 100 Case Studies will be posted on Sweda’s website www.swedausa.com.

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About Sweda Company, LLC: Founded in 1976, Sweda Company, LLC has been recognized for over two decades as a leading top-20 integrated supplier/manufacturer of promotional products for the advertising specialties industry. With headquarters in the City of Industry, CA, the privately-owned company is committed to providing innovative products, competitive pricing, and complete customer care in over 18 product categories including bags, drinkware, computer accessories, writing instruments, stationery, watches, and eco-friendly products. For more information, visit www.swedausa.com.