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## Needham Promotions: Redefining Promotional Products in Canada

**S**WAG. You've all heard it, you've all seen it, you've probably worn it and you've definitely forgotten what it really stands for. When it comes to "Stuff We All Get", Needham Promotions takes promotional products to an entirely different level, making sure each recipient feels special even if it truly is "stuff we all get."

Based in Aurora, Ontario, Needham Promotions has stood as a pillar of reliability in the promotional products and corporate branding industry for over three decades. Established back in December of 1993 by David Needham, the company has flourished under the leadership of its current owner, Ashleigh Eldridge, who took the reins in 2014. Ashleigh is the beating heart of Needham Promotions, keeping vital operations efficient through her commitment to organizational excellence and her amazing sense of urgency. This attitude sets the tone for the entire team, and that, coupled with the industry experience from other seasoned employees, allows Needham Promotions to stand out as a reliable player in the corporate branding space.

"Immediacy. That's one thing that I'm known for in life. If you don't hear back from me with only half an hour left in the day, you know something's wrong. I always shut down my computer at the end of the day with my inbox empty. It's one of the things that I'm known for and I'm extremely proud of," Eldridge said.

As a member of the Promotional Product Professionals of Canada (PPPC), Needham Promotions adheres to the highest professional standards when curating custom products, so much so, that it was selected as the Distributor of the Year by the PPPC. By boasting a broad selection of products, whether it be uniforms, office supplies, or even trophies, Needham can apply logos using a vast array of application options ensuring companies are represented exactly as envisioned. From traditional silk screening to cutting-edge techniques like 3D HXD, the team is dedicated to delivering unique and lasting impressions.

Of course, it isn't just the large selection of products and competitive pricing that makes them stand out, Needham Promotions is extremely thoughtful when it comes to its suppliers and clients, investing the time and effort to maintain a strong relationship at each end.

"It's not so much what we're selling, it's who we're selling to and how it makes them feel. So even if it's an office administrator's job to order pens, if I can make those pens look good and put the product in hand promptly, at an amazing price, I've done my job right," she said.

Needham Promotions is known for its proactive approach to customer service, answering questions before they even come to mind. Elizabeth Cromar-Needham does exactly that as a deeply caring customer touch point, she provides personalized solutions to maintain Needham's strong, longstanding client relationships.

Needham Promotions isn't just a provider of promotional products, it's a testament to the enduring values of service, quality, and client satisfaction. With a rich history, a diverse product range, and a team committed to excellence, Needham Promotions continues to be a leader in the corporate branding industry, certainly poised for another 30 years of success down the line.

If you're interested in leveling up your SWAG, need custom promotional products that stand the test of time, or just want to get your name out there, check out its website at [www.needhampromotions.com](http://www.needhampromotions.com)!

