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MEDIA RELEASE

BAG MAKERS NAMES ANNA MARIE MADAI CREATIVE MARKETING DIRECTOR

Union, IL – Aug. 4, 2020 – BAG MAKERS, Inc., the promotional product industry’s leading imprinted bag supplier, has named Anna Marie Madai as the company’s Creative Marketing Director.

Most recently, Madai spent 12 years as a Regional Business Development Manager for BAG MAKERS’ customers in Nevada and Wyoming. She has also played a key role in developing the company’s brand strategy, supporting lifestyle product photography and catalog cover shoots, as well as helping create several of the company’s most successful videos.

In her new role, Madai will focus on writing, producing, editing, and publishing short and engaging informational videos on the company’s social media platforms. She also will continue to provide creative direction for BAG MAKERS’ annual catalog and art direction on all outsourced media acquisitions to maintain brand consistency.

“Anna Marie is very knowledgeable about our product line and has spent years working with customers on printed bag projects, so she understands what tools and resources help sell our products effectively,” said BAG MAKERS Chief Executive Officer Maribeth Sandford. “In this new position, Anna Marie will pair her expertise with her creative vision to create a valuable educational library to support our distributors’ sales activity.”

In addition to video development, Madai plans to offer live, on-demand product demonstrations as well as customer Q&A sessions via Zoom and relevant social media platforms.

Madai’s former sales territory will now be served by other members of BAG MAKERS’ sales team. Executive Director of Integrated Branding Linda McMahan-Kollinger will represent BAG MAKERS with customers in Nevada, while Regional Business Development Manager Lisa Surber will serve customers in Wyoming.

About BAG MAKERS

BAG MAKERS, Inc. is a *Counselor* Top 40 supplier of non-woven, paper, polyester, plastic, laminated, and mesh bags, as well as ribbon, bows and tissue. Established in 1980, BAG MAKERS offers a collection of more than 100 products to the promotional products industry, as well as complete custom product design services. BAG MAKERS is a Women’s Business Enterprise.

www.bagmakersinc.com