 GARYLINE® products moving to Koozie Group • January 2026

## **Koozie Group® and Garyline® Integration**

### **Frequently Asked Questions**

**September 8, 2025**

#### **Executive Summary**

We are excited to announce that we are officially combining Garyline and Koozie Group under one umbrella to deliver impactful products and best-in-class service to our distributor partners. Expect the best of both worlds when it comes to service, lead times, pricing, commitment to sustainability, order management (including the popular Koozie Group Tracker™), and product assortment, especially USA-made items.

#### **Additional Important Highlights**

There is no immediate change to the day-to-day operations for either supplier. We will have a single ordering process in place by January 2026, and our teams will communicate specific information regarding this change with customers and vendors as it becomes available.

#### **1. What does this transition mean?**


Koozie Group and Garyline teams have been working together since April to align and streamline our processes. We are integrating to create one of the largest and most diversified suppliers of promotional products in North America. The combined company's domestic manufacturing footprint will reflect a shared commitment to creating one of the best-positioned industry portfolios of high-quality products made or assembled in the USA with reliable lead times and a customer-focused approach.

This integration will combine all aspects of the business under the Koozie Group name. Garyline will be a brand sold by Koozie Group.

#### **2. What are some of the advantages I will enjoy once this change is complete?**

- A cohesive customer experience with increased sales and service support and expanded ways to interact with us.
- The largest industry selection of products made or assembled in the USA.
- Expansion of full-color offerings and custom color options, as well as sustainable, exclusive, and USA-made items.
- Easy order management via the Koozie Group Tracker™.
- Enhanced website experience.



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### 3. What changes can I expect in January 2026?

**Pricing:** Pricing will default to the current Koozie Group structure, including discount codes.

**Industry Portals:** We will consolidate to single ASI and PPAI numbers. The Garyline numbers will remain for an extended period so customers and industry search portals can utilize them for cross-referencing purposes.

- **Koozie Group:** ASI 40480 | PPAI 114187 | SAGE 57550  
These will be our numbers going forward.
- **Garyline:** ASI 55990 | PPAI 112004 | SAGE 51291  
These will become inactive.

**Websites:**

- No changes to existing Koozie Group products and processes. Garyline products will be live and orderable on the Koozie Group website.
- Garyline website functionality will remain unchanged until the cutover date.

**PromoStandards:** All Garyline items will be available within Koozie Group PromoStandards services, which offer the most accurate, real-time data for product configuration, pricing, inventory, and order status.

**Service:** Customers should use Koozie Group ordering and customer service email and phone numbers.

[orders@kooziegroup.com](mailto:orders@kooziegroup.com) | [samples@kooziegroup.com](mailto:samples@kooziegroup.com) | [24hr@kooziegroup.com](mailto:24hr@kooziegroup.com)  
[customerservice@kooziegroup.com](mailto:customerservice@kooziegroup.com)

Phone: 888-446-5242 | Text: 844-256-6943

Service Hours: Monday – Friday, 7:30 a.m. – 8:00 p.m. Eastern

### 4. Will all product lines remain?

We will continue to offer products across 10+ categories and 35+ brands, and the Garyline® brand will join our other top-selling proprietary brands, including Koozie® and Souvenir®. Our retail brand partners will remain unchanged.