



**Boost Promotional Branding Creates Strong Connections Between People & Brands**  
*Formerly NewClients, new name reflects potential power of branded merchandise*

Richmond, Va. (Aug. 15, 2017) - Brand merchandising powerhouse NewClients, Inc. has a new name - **Boost Promotional Branding** - that better aligns with the company's mission to strengthen the memories and experiences that people have with their preferred brands.

Based in Henrico County, Boost Promotional Branding is one of the nation's largest firms in the branded merchandise industry. Founded in 1981, the company serves over 5,000 clients located throughout the United States, including many on the Fortune 500 list.

"Corporations and companies of all sizes strive to create a tangible and lasting connection between their brand and their customers," said Teki Hall, CEO of Boost Promotional Branding. "A meaningful branded item that is relevant and timely can boost awareness and foster exceptional levels of preference and, most important, long-term loyalty."

Jeff Hall, Chief Strategist of Boost Promotional Branding, said that the company's new identity defines the drive for relevance and connection that is at the heart of promotional branding.

"The right item in the right hands at the right time becomes a relationship game-changer, as our clients in healthcare, sports, education, technology and many other industries will attest," he stated. Hall further noted that the company's direct mail division has rebranded as Boost Direct Marketing, showcasing the one-to-one connections made possible through that personalized medium.

In addition to its headquarters office in Richmond, Boost Promotional Branding has associates in Alabama, Florida, Georgia, Indiana, Montana, North Carolina, Tennessee and Texas. The company significantly expanded its footprint in the Southeast region of the country by acquiring distributor EBSCO Creative Concepts in Birmingham, Ala., a division of EBSCO Industries, in April 2017. More partnerships are being considered as the company plans for future growth.

"We believe we are doing nothing short of redefining our industry, shifting the focus to experiences, not merely products with logos," concluded Jeff Hall. "At Boost Promotional Branding, we are passionate about helping clients create the bonds that companies dream about forming with their customers."

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**About Boost Promotional Branding:**

Founded in 1981, Boost Promotional Branding (formerly NewClients, Inc.) is a woman-owned business that is one of the nation's largest promotional products, providing premier marketing and branding solutions to over 5,000 clients nationwide. The company consistently ranks as one of the top places to work in *Counselor Magazine* and has been on the publication's "Best Places to Work" list every year since its inception in 2008.

For more information, visit [boostbranding.com](http://boostbranding.com)