

RUSHING TO SUCCESS

– How Rush Service Printed Their Way to The Top

Discover how expanding capabilities and maximizing exposure through ASI helped Rush Service grow from wristbands to a full-spectrum promo supplier.

INTRO

Rush Service's (asi/92433) journey into the promotional products industry started with a single product and a simple idea. They started off with wristband printing, a direct introduction into the promotional products industry. Once the first step was taken, the road to success was easy to follow. Not long after the company's inception, they looked to expand. In-house, they were expanding from wristbands to drinkware. On the back end, they were expanding their opportunities and marketing with ASI®. With each new capability, Rush Service grew their product offerings and their reach.

"We do the majority of our product listing on ESP+ advertising."

Today, Rush Service is a dynamic supplier offering a wide range of printed promotional products. We sat down with Zac Means, director of sales, to discuss Rush Service's growth and how it has been fueled not only by expanding their production capabilities, but also by leveraging ASI's advertising tools to build visibility and brand awareness across the industry.



LEVERAGE WHAT YOU HAVE

Rush Service's expansion into new product categories was strategic and deliberate. By building off familiar printing processes, they were able to scale quickly and efficiently. But growing their product line was only part of the equation, they also needed to make sure distributors could find them easily and efficiently.

That's where ASI came in. Rush Service's presence on ESP+ is extensive, and they've made a significant investment in visibility. **"We probably do a pay-for-placement for about 60% of our active listings,"** they explained. That kind of exposure has helped them stand out in a crowded marketplace.

"We do an e-blast once every two weeks, just trying to touch on what's new or what we might have on promotion or what we think's gonna sell."

MORE KNOWLEDGE, MORE SALES

Rush Service doesn't just rely on product listings, they also use ASI's EmailExpress™ e-blasts to stay top of mind, and even better, top of inboxes.

These regular touchpoints help keep their brand in front of distributors even if they're not ready to buy right away. Making sure distributors are at least seeing and learning their name and products helps grease the buying wheels for later down the line. That kind of consistent exposure builds familiarity and trust over time, two of the industry's most exclusive currencies.



"Boiling it down to the simplest point, I think exposure is what's most important to us and the reason that we are so active on ASI and with our product listings."

Rush Service also understands the value of brand-focused advertising. By balancing product promotions with broader brand messaging, they've built a strong identity in the industry.

“Joining is only step one. It’s essential to actively manage your listings, keep product information updated and take advantage of the marketing tools available.”



EXPOSURE IN ALL WAYS

Exposure is the foundation of Rush Service’s strategy. Means noted that “without ASI, [Rush Service] would be walking away from 60% of their opportunity.”

That exposure Rush Service relies on extends beyond ASI’s marketing and ESP+ digital tools. Rush Service also sees the value of in-person events and industry content. “In-person events are important to us,” noting that they often attend most, if not all, of the ASI Shows® to give them a chance to connect directly with distributors and build relationships face-to-face.

They also make time to read ASI’s articles and newsletters. “We find that there are a lot of real-world experiences that we use and connections within the industry.” Staying informed helps Rush Service stay ahead, reinforcing their connection to the promo community no matter where their competition and customers are located.

THE ROAD AHEAD

Rush Service has come a long way from wristbands. With a growing product line, evolving printing capabilities and a strong partnership with ASI, they’re strategically positioned for continued success and growth. Their strategy is simple: stay visible, stay connected and keep growing.

Whether it’s through ESP+ listings, EmailExpress campaigns, in-person events or industry articles, Rush Service continues to build their brand and expand their reach. And with ASI’s tools and support, they’re ready for whatever comes next.



Rush Service
at Low Prices



Free Proofs



Easy Order
Process



Quick
Turnaround

**Explore all the ways to grow your business
like Rush Service.**

Explore Now

