

L2 BRANDS:

How ASI Helped a Beloved Lifestyle Brand Show Up and Scale in Promo

FROM BRAND RECOGNITION TO BUYER CONNECTION

If you've ever worn a favorite college sweatshirt you refuse to part with or grabbed a hat at a destination golf course that somehow made its way into your everyday rotation, chances are you've already experienced **L2 Brands (asi/75402)**, even if you didn't know the name at the time.

We sat down with Marc Held, president of L2 Brands, to better understand how exactly L2 Brands found itself at the forefront of strong brand recognition, premium product quality and loyal fans across collegiate, golf and destination channels.



A PORTFOLIO BUILT ON PEOPLE AND PRODUCT

L2 Brands is headquartered in Hanover, Pennsylvania and is the result of thoughtful growth over the past decade. Through a series of acquisitions, the company brought together four distinct brands: **League, Legacy, Ouray, and Locale**, each with deep roots in lifestyle apparel and headwear.

What unites them all is a commitment to craftsmanship, decoration excellence and long-term wearability. As Marc explains, people often recognize the products immediately, even if they don't realize they're all part of the same family.

That brand equity created the perfect foundation for promo. But awareness alone isn't enough.

"We don't chase trends. We build products people want to wear every day, and that mindset shows up across every brand in our portfolio."

THE PROMO OPPORTUNITY AND THE MISSING LINK

L2 Brands entered the promotional products space a few years ago through partnerships with wholesalers like S&S and Sportsman Cap. As demand grew, so did inbound interest from decorators and distributors asking for L2's brands by name.

"Promo is all about relationships, and ASI helped us bridge the gap between brand awareness and distributor access."

But there was a challenge.

Buyers knew the brands. They loved the products. They just didn't always know **where or how to buy them in promo.**

Enter ASI®.

USING ASI TO BUILD AWARENESS THE RIGHT WAY

One of L2 Brands' primary goals was clear: support existing wholesale partners while also making it easier for promo buyers to understand the brand story, product breadth and purchasing paths.

ASI helped make that possible by:

- Providing **ESP+ visibility** so distributors could easily find L2 brands when searching
- Offering **data and insights** to guide proactive outreach
- Creating opportunities to meet distributors face-to-face at **ASI Shows and hosted-buyer events**
- Supporting campaign planning to build awareness without disrupting existing channels

"We want to support our wholesalers such as S&S. Our job is to provide marketing, brand awareness and sales support, and ASI helps us do that."



FACE-TO-FACE CONNECTIONS THAT MATTER

ASI's hosted-buyer events, including fASIlitate, stand out as particularly impactful for L2 Brands. These settings have allowed focused, meaningful conversations, giving suppliers like L2, dedicated time to tell their story, show their products and build real relationships.

"What other event can you get in front of 40+ distributors in two and a half days?"

Rather than hoping the right buyers stops by a booth, L2 can connect directly with decision-makers who are there to learn, evaluate and engage.

FAVORITE PRODUCTS AND WHY THEY MATTER

When asked about favorite products, the answer came easily and personally.

L2's **OFA and B9A hats** are daily staples, offering comfort and versatility. On the apparel side, the **1991 Crew** and **Victory Falls Tri-Blend Tee** stand out for their fabric, weight and fit.



"L2 is committed to helping make our community a better place."

GIVING BACK WHERE IT COUNTS

L2 Brands' commitment extends beyond product and profit.

Seasonally, the company participates in **local food drives, Coats of Friendship and Toys for Tots**. Throughout the year, it supports organizations like **Olivia's House**, a grief and loss center for children, and **New Hope Ministries**, a community social service agency.

This sense of responsibility mirrors ASI's own values, another reason the partnership feels like a natural fit.

"It's a no-brainer. The tools, the support, the trade shows ... ASI curates something specific to each supplier."

After nearly 30 years in the industry, Marc doesn't hesitate when asked what he'd say to other suppliers considering ASI. For L2 Brands, ASI provides the structure, reach and support needed to translate brand equity into promo success.

As L2 Brands looks ahead to expanded participation at **ASI Show® Orlando**, additional hosted-buyer events and deeper ESP+ engagement, one thing is clear: ASI plays a central role in helping the brand show up clearly, confidently and consistently.

Explore how ASI can help your business grow like L2 Brands.

Explore Now