PEERLESS:
How a Family-First Business Turned Relationships Into a Century of Growth

BUILT LIKE A FAMILY. GROWING LIKE ONE, TOO.

Founded in 1927 by the grandfather of current owner Gene Moscowitz, Peerless (asi/76730) is a third-generation, privately owned family business. Nearly 100 years later, that independence remains a point of pride and an important part of how the company operates.

"It's a family business, and we treat everybody like they're part of the family."



Gene Moscowitz

FROM FOUR EMPLOYEES TO A FUTURE IN PROMO

When Gene entered the family business after college, he saw another future for the retail-based company. After noticing umbrellas decorated with corporate logos around New York, Gene began exploring the promotional products market. Through an early distributor connection, the company began gradually moving away from retail, joining ASI® in the 1980s.

Today, promotional products account for 100% of Peerless' sales.

Umbrellas remain at the heart of the business, but Peerless has strategically expanded into complementary outdoor categories, including coolers and outdoor games. Peerless has stayed focused on being a category expert, listening to distributors and adding products that make sense for the customers it already serves.

GROWTH WITH A PERSONAL TOUCH

Peerless' family-first philosophy extends well beyond its ownership.



Dan Edge

Many employees have spent decades with the company emphasizing internal advancement and treating people like family. That culture also shapes the customer experience. Some distributor relationships have lasted more than 30 years. For Dan Edge, the President of Peerless, who's approaching three decades with Peerless himself, those relationships have even grown into genuine friendships.

"Relationships are truly everything."

Peerless was especially proud to be named the No. 2 company on an ASI Best Places To Work list, a recognition so meaningful to Dan that his wife framed the article for his office.



AN ASI RELATIONSHIP THAT GOES BEYOND ADVERTISING

Peerless uses ASI to stay visible to distributors through advertising (particularly Pay-for-Placement) that they strategically pair with their in-person visibility by participating in ASI Shows, including Orlando, Chicago and Fort Worth.

But ask Peerless about the value of ASI, and the conversation quickly becomes about **their trusted ASI account manager.**

Their long-standing relationship with their ASI account manager has produced dedication resulting in in-person meetings with the Peerless team in New Jersey twice a year. For a midsized, family-owned supplier, that guidance matters.

> ***"Every dollar we spend is important to us. We want to make sure we're getting the most return on that investment."***

Rather than simply selling Peerless advertising, their account manager helps the team understand the bigger industry picture and annual budget.

SOMETIMES, GROWTH STARTS WITH ONE PHONE CALL

That relationship became especially valuable as Peerless considered expanding beyond its traditional categories. When Peerless was presented with an opportunity to add name-brand drinkware, Dan wasn't immediately convinced, questioning whether Peerless could meaningfully compete. The first person he called was their account manager.

Instead of automatically encouraging the expansion, they gave Dan a candid assessment. That outside perspective helped Peerless evaluate the opportunity through a broader industry lens and it's the kind of relationship Dan encourages other suppliers to seek out.

> ***"Lean on ASI. They are a wealth of knowledge."***

Because ASI works across the promotional products industry, Dan sees value in having access to perspectives beyond Peerless' own day-to-day experience.

LISTENING TO THE MARKET — AND ACTING ON IT

Peerless' growth has also come from listening closely to its distributor customers. One conversation at ASI Show® Orlando became an important turning point. A distributor told Dan how much he enjoyed working with Peerless, but wished the company sold more products so he could buy more from them - the comment stuck.

Peerless began adding complementary products based on what its existing customers were already asking for. Today, outdoor games and coolers are among the fastest-growing categories.



That willingness to listen has led to some significant bets. Peerless entered pickleball around 2019 after a suggestion from Dan's wife. The category took off during the pandemic, ultimately generating millions of dollars in revenue and introducing new customers to Peerless.

THE BIGGER PICTURE

Peerless doesn't attribute its success to one ad, one event or one campaign, and that's part of what makes its ASI story compelling. ASI is part of that broader strategy, helping Peerless maintain visibility, understand performance, connect with distributors and make more informed decisions about where to invest.

As the company approaches its **100th anniversary in 2027,** its story remains remarkably consistent: stay close to your people, listen to your customers, build relationships that last and surround yourself with partners who understand where you're trying to go.

As Peerless enters its next century, the goal isn't to become something different. It's to keep building on what has already worked.

See what the right ASI partnership could do for your business.

Explore ASI Membership

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