FROM BIG IDEAS TO BIGGER OPPORTUNITIES:

How Purrrfect Life Found Its Place in Promo With ASI

For entrepreneur Tracy Du Barnwell, success has never been about just selling products. It's about bringing ideas to life and finding the next opportunity. With ASI, she discovered a new market for doing what she loves.



FROM NUMBERS TO NEW IDEAS

Tracy Du Barnwell's entrepreneurial journey didn't begin with promotional products. It began with a realization: Accounting might have been her career path, but creativity was her passion. Drawn to international business, product discovery and working with people around the world, Tracy decided to pursue something different.

"I loved discovering new products, working with people from different countries, and especially the creative side of bringing new ideas to life."

But as the world watched with bated breath for the turn of the millennium, and while the dot com bubble was at its peak and the PlayStation 2 on the verge of release, Tracy began exploring international sales. She started attending international trade shows and meeting manufacturers all working towards developing her expertise in sourcing, product development and global trade as the world went on.

A NEW MARKET. A NATURAL FIT.

It wasn't until moving to the United States, in 2011, and then later being introduced to ASI® and the promotional products industry by a friend, in 2015 that Tracy's promo presence took off.



"I was immediately interested because joining ASI and promo were a natural extension of what I already enjoyed doing: developing creative products and helping customers turn an idea into something tangible that could represent their brand."

For Tracy, promotional products weren't an entirely new direction. They were an opportunity to put years of international sourcing and product development to work in a new market.

ASI became one of Purrrfect Life's primary business channels, helping establish promotional products as a central focus of the company's next chapter.

As Purrrfect Life (asi/91561) grew, so did Tracy's goals. She didn't want to just secure the next sale; she wanted buyers to recognize Purrrfect Life as a creative partner they could turn to whenever a new product idea or project came along.

Through ESP+ product exposure, Sponsored Content and industry events, Purrrfect Life has had the opportunity to move beyond individual product listings and build greater recognition for the business behind them.

Because being discovered for one product is valuable, becoming a supplier buyers remember can open the door to so much more.



WHERE CREATIVITY MEETS OPPORTUNITY

Even as Purrrfect Life has evolved, one thing has remained constant: Tracy's love of creating something new. One of her favorite product categories is custom building bricks, noting that they're an opportunity to help customers transform a concept into a personalized, interactive product.

That forward-thinking approach reflects the entrepreneurial spirit that launched her business more than two decades ago and is also the driver behind her consistent need to learn more.

"You must learn from ASI, like through ASI University, or from the magazines or from some of the emails that tell you the trends when you need them."

THE NEXT CHAPTER STARTS WITH WHAT'S POSSIBLE

With promotional products now a primary focus, Purrrfect Life is working toward a bigger goal: becoming a recognizable, trusted name among distributors. And as Tracy continues developing new products and exploring new ideas, additional ASI marketing opportunities, industry connections and resources offer her a constant hand to help build on the foundation she's established.

Her story is a reminder that growth doesn't always require starting over. Sometimes, it starts with recognizing what you already do well and finding the right market and partners to help you take it further.



"The part I enjoy most has stayed the same: finding something new, being creative and figuring out how to turn an idea into a real product."

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