VIVA LAS VEGAS!

*UK's fastest growing distributor of promotional giftsreveals audacious ambitions to take on the US market*

(Leicester, July, 2018), The UK’s fastest growing distributor of promotional products, Charles Alexander Distribution Group has announced news of its expansion into the West coast of the USA.

Founded in 2010 by enigmatic ex-serviceman Paul Rowlett, The Charles Alexander Distribution Group, which incorporates flagship company EverythingBranded, will open the company's new headquarters and sales centre in Las Vegas.

After winning Distributor of the Year in 2015, Rowlett set up EverythingBranded which quickly achieved success. Encouraged to explore the American market, EverythingBrandedUSA was added to the group in 2017 and focussed on the East Coast and central states of the USA. In just 12 months, EverythingBrandedUSA achieved over $6 million in sales and added many household brands to its client base.

It is this phenomenal growth that gave Rowlett the confidence to set up a head office on the West Coast, giving EverythingBrandedUSA access to a larger market share.

As well as agreeing terms on a new 11,000 sq ft of office space in Las Vegas, Rowlett has leased 2 staff houses, allowing members of his UK management team to relocate with ease and combine their kick ass culture with their US partner team.

The Charles Alexander Distribution group and brands have been making huge waves in the industry over the last few years, and is now confidently making this investment into the $23 billion US market.

Rowlett explains: “I have always been extremely passionate about business and I enjoy making bold but calculated decisions.

EverythingBranded USA already employs over 40 sales staff in the UK that service clients in the East and Central time zones, by adding the head office in the West coast of USA this will not only give the brand a national reach but also room to add 70 people to the sales team.

Rowlett added: "We will also be adding team members to all departments in the group so we can maintain service levels and hit our growth forecasts. We have a target to increase staffing numbers from 130 to just over 200 by the end of 2019.

“Forecasts predict we could hit $35m in 2018 with all brands combined. Going forward, our ultimate target is to break $100m by early 2021, with a staff of up to 260 people.

“Moving part of our operation to Las Vegas provides us with exactly the opportunity we’ve been looking for. It also enables us to deal with the challenging time zones and take advantage of the incentives and opportunities the city has to offer and will facilitate the rapid growth of EverythingBrandedUSA,” Rowlett continues.

Gordon Glenister Director General - British Promotional Merchandise Association added: "Paul is an enthusiastic and highly driven individual.  Over the years, I have been very impressed by his desire to make things happen. I’m sure he will be a great success as the business expands into the US in particular.”

“We believe that by bringing the best of breed products and services to American soil, we can claim a greater share of the promotional gift industry,” concludes Rowlett.

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