

## Exclusive Coverage: Society Awards Announces Creative Partnership with Gemline

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by:

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New York-based custom awards manufacturer Society Awards announces a creative partnership with the promotional products supplier Gemline.

The collaboration, according to Society Awards President and Founder David Moritz, stems from a desire to branch out into a larger market. “We’re a new business and have a strong focus on design and quality, but mostly we’ve been focused on exclusive products,” Moritz tells *A&E* magazine. “We’re very happy with the design and thinking behind (the line of products) and wanted to see if there would be a supplier that would carry forward our brand values for a larger market.”

Gemline Vice President of Sales Bret Clemons, agrees, adding, “Society Awards is an exciting addition to Gemline’s product portfolio. As the premier designer and manufacturer of exquisite trophies and awards sought after by artists and brands of the world, the addition of Society Awards enables us to offer more branding opportunities to our customers.”

In what Moritz explains as a creative service and mind-share partnership, the collaboration has required a substantial effort from both parties. “It’s a lot of work in terms of training. It’s a big effort for both of us because it’s a huge new market for them and for us,” Moritz says. “We’re both putting a lot of work and time across all metrics—a ramp up in terms of stock and product on our end and their end, a ramp up in terms of learning gap—it’s an entirely new marketing opportunity as well. I can say, if anything, we’re over-planning and over-preparing, but so much effort is being put into planning and training that we’re not leaving anything to chance.”

Though the official launch is not until March, since Gemline premiered the new line at a tradeshow, the feedback has been nothing but positive, he adds. “There’s been a great interest and a really great response there,” Moritz says, adding that Society Awards has been handling incoming inquiries on a case-by-case basis before the official launch. “We’re all just really excited to bring this unique perspective of awards to their distributor base.”

For more information, visit [www.societyawards.com](http://www.societyawards.com) or [www.gemline.com](http://www.gemline.com).