

START YOUR JOURNEY TO SUCCESS WITH STOPNGO

Discover how leveraging business tools, making smart decisions and staying close to your community can set you up for lasting success.

INTRO

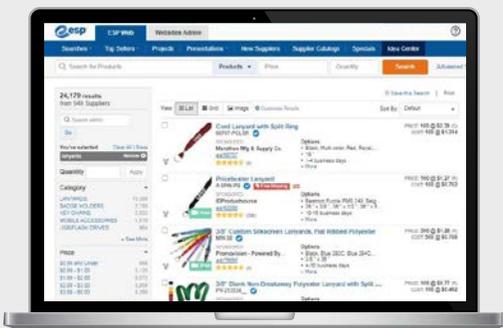
StopNGo Line (asi/57655) has 35 years of success in the promotional products industry as a supplier – 30 years spent with ASI®. They thrive in verticals like drinkware, bar ware, tech, lighters and varying houseware. StopNGo Line was even one of the first importers of cigarette lighters to North America, consistently leading the way in the industry. They've managed to make a major statement in the industry and consistently stayed a five-star supplier with less than 50 staff members powering their success. We sat down with one of their staff members, **Jeff Lee**. Jeff has been with the company for roughly 20 years and started as an intern in school, before coming on full time after graduation. We discussed StopNGo and their success, tips and history.

“We were approached by an ASI rep back in the day, 30 years ago or so.”

For almost as long as StopNGo has existed, they have also been partnered with ASI. At every turn, ASI has offered a friendly hand to help StopNGo reach new audiences, try out new marketing techniques and get their name out to the people that matter – distributors.



THE POWER OF PAY FOR PLACEMENT



StopNGo Line participates in a variety of ASI's pay-for-placement opportunities, including ESP® and ESP Websites™. Jeff notes that as times change, so do consumer habits, and now more than ever, distributors and their clients want what they want when they want it. Jeff mentions that with a new trend of distributors searching for exactly what they want, it isn't always the easiest to have your products seen by chance, the way it used to be with print catalogs. By paying for ESP Pay for Placement, StopNGo can not only capture a lead from the ESP search engine but also from a boost by the ad, allowing their products to stand out a bit more to distributors.

“Yes, we do a bunch of different types of advertising with ASI, ESP Pay for Placement being one of them.”

THE MORE THE MERRIER

When used to its fullest capacity, ESP is capable of launching companies into massive growth in sales and reputation. Jeff noted that a huge benefit of ESP Pay for Placement is the opportunity to connect with existing distributors or new faces, all who are looking for fresh ideas and products to pitch to their clients. Jeff noted that ESP has been the greatest help with finding new distributors consistently, making the biggest impact on their advertising program and strategy.

"I would probably say Pay for Placement brings in the most amount of traffic. It's the most relevant type of advertising that we do."

"Promo is definitely a significant portion of our work. About 85% of our revenue is still from promo."

PROMO IS THE KEY

StopNGo Line has made promo their business. They've gone from cigarette lighters to every homeware, tech and drinkware product you could need and are leaders in the industry on their own accord. But, ASI has been there to boost the talent they already have. Jeff notes that the biggest benefit of being an ASI member is the revenue and lead generation. For suppliers like StopNGo Line, being discovered by new distributors and getting useful information on interested distributors can be the difference between just meeting the bottom line and exceeding sales expectations.

BETTER TOGETHER

"We partner with some local community-based initiatives, typically inner-city youth."

As StopNGo Line builds more business, they also manage to find time to build community ties. Located towards the edge of LA County, StopNGo Line frequently works with nonprofits and community-based initiatives. One of their biggest efforts is backpack drives, and they've increased efforts for meal prep volunteering around the holidays. Helping their community and city is what they do, and they transfer that compassion to every deal they make.

1.2+ MILLION
PRODUCTS IN ESP



NEARLY
3,000
SUPPLIERS



ENDLESS
PROMO IDEAS



StopNGo Line's 35-year journey in the promotional products industry is a testament to their adaptability, innovation and strong partnerships. Their collaboration with ASI has been instrumental in reaching new heights, leveraging tools like ESP to stay ahead in a competitive market. With a dedicated team and a commitment to community involvement, StopNGo Line continues to thrive, proving that success is built on both business acumen and a heart for giving back. Their story is one of resilience and growth, setting a high standard for others in the industry.

Explore the ASI membership benefits Jeff talked about and more.

Explore Now

