

Press Release

The RGU Group Acquires Embroidery Division of CV Products, Inc.

New Division to be Named Sew Art

Winston Salem, NC – The RGU Group, an industry leader in souvenir plush, has acquired the embroidery division of CV Products, Inc. the leading manufacturer and distributor of performance racing parts to the motorsports industry headquartered in Thomasville, NC. The acquisition will improve The RGU Group’s ability to domestically produce both stock and custom embroidered plush items and accessories, and adds 3 new employees to its workforce. Todd Atkins, CEO, states “The creation of Sew Art and its specialty services will provide a major benefit to our existing and future customers. These employees bring a high level of expertise and experience that will complement and enhance our core services and we’re excited to have them on our team. I am confident that the acquisition will allow us to further improve our quality of service and dramatically expand our market share.”

“In today’s competitive souvenir market, the demands for variety and customization are popular, though sometimes difficult to achieve due to long lead times and high minimums when faced with importing goods. By offering a domestic product line, the Sew Art acquisition will allow us to offer a broader range of products, and give us the flexibility to offer quick turnaround and lower minimums, thereby reducing costs across the board. We can now work with customers who don’t have large budgets or storage space to house more than a few cases of product,” adds Karen Atkins, National Account Manager.

The economic changes and rising costs of importing from China were also a factor in the acquisition. “We are proud that we are capable of bringing these services back to the US and are employing US workers,” adds Deborah Riddle, Controller. “With the addition of this new endeavor, we are planning on adding more positions in the coming year.”

About The RGU Group

The RGU Group began as a small distributor of S/W themed cookbooks and children’s books in the back of Todd and Karen’s garage in 1992. In 2001, the company launched its line of souvenir and collectible teddy bears called Symbolz®, which carry embroidered names in all 50 states and major cities. In 2003, The RGU Group included a complementary line of plant and animal plush toys representing regional themes, known as Souvies®. To date, these product lines represent over 8,000,000 pieces sold worldwide. After moving their corporate headquarters from Arizona to Winston Salem, NC in 2009, they have added two more successful plush lines, Clingin’ Critters and Peace Pals. These products are sold in all major airport stores, specialty gift shops, hotel and resorts gift shops, zoos, aquariums, national parks and destination shops.

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