

# Press Release

## For Immediate Distribution

### Industry veteran launches Rewards and Recognition consultancy

June 30, 2020

From: Rick Low

Richmond, Virginia - Rick Low, a 25 year veteran of the rewards and recognition channel, announces the formation of RLL Advisory Services. The agency will provide services to retail brands and performance improvement companies.

According to Low, "Retail brands are searching for new revenue streams at a time when brick and mortar stores are closing or operating under reduced hours. The rewards and recognition channel allows companies to present their products to a new audience, without discounting, highlighting the aspirational value of their offerings. Entering the channel the best way will reduce headaches down the road."

Performance Improvement Companies, PICs, are facing new challenges in a Covid-19 environment. Low's experience from the supplier side gives him a unique perspective in helping improve buyer and vendor relations. "Vendors are an important stakeholder in the success of a PIC, they have many tools and programs buyers may not know are available. Conversely, providing performance feedback to vendors is often overlooked, " according to Low.

#### About RLL Advisory Services

RLL Advisory Services is a division of Atlantic Incentives, LLC. The company is owned by Richard Low, CPIM, a past president of the Incentive Marketing Association. The mission is to advise retail brands how to enter the rewards and recognition channel, corporate gifting and premium channel based on their objectives, resources and core competencies. For PICs, finding new brands to offer and improving the supply chain is critical to improving the impact of incentive programs.

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