

Press Release

For Immediate Release

Re-imagining Premium Representation: Atlantic Incentives

July 20, 2020

From: Rick Low

Richmond, Virginia - Rick Low, a 25 year veteran of the rewards and recognition channel, announces the formation of Atlantic Incentives, LLC. The company is re-imagining what an incentive repping agency will look like in the future.

“I have been on the supplier side for the last 25 years. Most Premium Incentive independent rep agencies are not offering a complete array of non-cash options,” according to Low. Companies are looking for the best product mix to use in order to reward and recognize customers and employees. The Covid-19 pandemic has changed employee/employer and company/customer relationships. Companies must tailor their reward offerings to the audience, individual travel works great for sales programs while top retail brands are the most aspirational items for customer service or customer acquisition campaigns.

Atlantic Incentives, LLC is focused primarily in the mid-Atlantic region and includes Maryland, North Carolina, Virginia and Washington, DC. According to Low, “Our primary focus is helping promotional product distributors reach their corporate customers and offer the top retail brands at wholesale pricing. Small, mid-sized and even large companies not taking advantage of this access are wasting valuable resource; money and time.”

Inaugural Launch Brands: For merchandise, aspirational and well known retail brands part of the Atlantic Incentives, LLC launch include Apple, Yeti, Coach, Dooney & Bourke, Fender, Revo, Weber, GPX, Bering Watches, FUJI and iLive. Individual travel awards are available through the JustRewards brand, of experiential packages to sports events, domestic and international destinations. Food offerings and Yeti are available through an exclusive partnership with Echo Valley Meats, a Shark Tank company.

About Atlantic Incentives, LLC

Atlantic Incentives, LLC is an independent rep agency bringing the best individual travel programs and retail merchandise to market. The company is owned by Richard Low, CPIM, a past president of the Incentive Marketing Association. Complete rewards and recognition programs are offered through a subsidiary, RLL Advisory Services.

Contact:

Rick Low, CPIM

Phone (804) 240-7360

ricklow@atlanticincentives.com

www.atlanticincentives.com

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