



NEWS
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Creative Brands Acquires Pomchies

MEDIA CONTACT: Brian Schroeder
Vice President of Sales & Marketing
(513) 608-3080
bschroeder@cb-gift.com

PHOENIX (May 15th, 2022) – Creative Brands of Phoenix, AZ has acquired the Pomchies LLC of Scottsdale, AZ.

Pomchies was founded in 2002 by Heather Clark in Scottsdale, AZ and for twenty years Ms. Clark has inspired bright, vibrant hair and accessory products that are new and innovative. What began as a colorful scrap fabric business has become a thriving enterprise known as America’s Favorite Fun Accessory that sells to over 2000 stores in ten countries world wide.

Heather Clark has expanded the Pomchies line to include Pom-ID’s, Pom-Shoes, Pom-Keys, Spirit Band-it Headbands, Team-Twist braided bracelets, Pom-Braids and of course the most comfortable Scrunchies in America. Through the pandemic Heather’s ability to design distinctive and functional accessories resulted in the Pomchies face masks. A category which positioned Pomchies as the largest distributor of masks in the gift industry.

This remarkable certified Women Owned Business (WBENC) has had numerous cameo appearances on national product shows and was a trusted Super Bowl vendor as well. This product placement when paired with Heather’s creativity has resulted in Pomchies being ranked 221 in the Inc. 5000. This marks the company as one of the fastest growing privately owned brands in the country, as well as a welcomed and valued addition to the Creative Brands portfolio.

“We are very pleased to have a new strategic partner who will share our vision for Pomchies and help us grow our business in the future. This team is well versed with the needs of our industry and can help strengthen our marketing position across all channels of distribution,” said Heather Clark. “With their resources, and the help of their field sales force, telemarketing staff and sophisticated web presence, we firmly believe Pomchies will continue to grow profitably and offer our customers the highest quality products and superior customer service that our industry has come to expect.”

Creative Brands, founded in 1948, is a distribution, importing and manufacturing firm with eight distinct catalogs selling to an assortment of retailers across the country.

Recent acquisitions include Santa Barbara Design Studio, Slant Collections, 47th & Main, Stephan Baby, Heartfelt, Face Two Face Designs and Bella Il Fiore in the gift industry in addition to their Faithworks brand that distributes inspirational products to the Christian retail channel.

Paul DiGiovanni, President of Creative Brands, said, “We are thrilled to be a part of this wonderful Pomchies brand and excited that Heather will come aboard and help us grow her phenomenal business. Heather Clark and her staff have combined vision and hard work to build this unique women’s hair product and accessory brand and we look forward to offering this exclusive grouping of quality products to our new combined customer base.

Creative Brands is a wholly owned subsidiary of CBC Group headquartered in Phoenix Arizona with manufacturing facilities, a call center, and a distribution center in Lewisburg; TN. (www.cb-gift.com)