



## **FOR IMMEDIATE RELEASE:**

### **CONTACT:**

Jon Levine, President

The Image Group

419.930.2223

[jlevine@theimagegroup.net](mailto:jlevine@theimagegroup.net)

[www.theimagegroup.net](http://www.theimagegroup.net)

## **Felber Joins The Image Group**

### *The Image Group Has New Marketing Director*

Toledo, OH (May 6, 2011) – Bruce J. Felber, MAS has joined The Image Group as Director of Marketing and Sales Support. Felber’s primary responsibility will be assisting The Image Group in transitioning from a pure promotional products distributor model, to a consultative selling and branding company. Bruce has extensive experience helping clients maximize their investment in marketing through promotional products, dimensional marketing, website development, and media consulting. Bruce will also be responsible for developing a marketing strategy for The Image Group.

“We are excited that someone with Bruce’s credentials has chosen to come to The Image Group and assist in the growth of our company,” comments President, Jon Levine.”

Bruce has been a distributor since 1984 and is a two-time past president of the Ohio Promotional Professional Association (OPPA). He also served as 5-time chair of the trade show and education committees and was inducted into the OPPA Hall of fame in 2008. Bruce is currently a Board Director for the Promotional Products Association (PPAI) and past chair of the Public Relations Committee for PPAI. A winner of 5 PPAI Pyramid Awards and 6 Direct Marketing Association awards, Felber will bring his creative touch to the company and its sales associates.

“I look forward to this new chapter in my life. Joining The Image Group will allow me to use my passion and experience. Jon and The Image Group are the perfect fit, and I am proud to be associated with such a fine organization,” says Felber.

Bruce can be reached at [bfelber@theimagegroup.net](mailto:bfelber@theimagegroup.net) or 216-591-1088, ext. 208.

The Image Group is an energetic, vibrant company, which transfers that energy to their clients' projects and programs so they are seen and remembered.

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