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## Towel Specialties Hires MW Reps in Midwest

(Baltimore MD) – **Towel Specialties** and **Cobblestone Mills Blanket Company** announced the addition of **MW Reps** to the company’s multi-line sales representatives. **MW Reps** is a supplier rep agency in the promotional products industry that will serve Towel Specialties in Missouri, Iowa, Nebraska and Kansas.

**MW Reps** ([www.mwreps.com](http://www.mwreps.com)) consists of **Bryan Mercer** and **Jennifer Kruger**, who, together have over 50 years of sales experience. Mercer first partnered with Kruger in 2018 and they have quickly established themselves as the finest reps in the Midwest. Together with their business development manager **Katie Hopkins**, the **MW Reps** team strives to present top-notch customer service and promotional products solutions to each customer.

**Shawn Kanak**, President and CSO at **Towel Specialties**, states, “We are thrilled to add Bryan, Jen and Katie to our award-winning field rep team. MW Reps has swiftly gained a reputation in the Midwest for only partnering with the top suppliers in the industry and delivering top-notch consultation services that are unmatched. We look forward to the opportunities that will arise from this partnership.”

**MW Reps** joins a Towel Specialties sales team that already includes **Paul Sprunk & Associates** (Northeast/Mid-Atlantic), **Flanagan & Associates** (Southeast), **Cascade Marketing** (Northwest), **Wesco Marketing** (Southwest),

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**Reinecker Marketing Associates** (TX, OK), **Ball & Black** (IL, IN), **Hareid Marketing** (MN, ND, SD), **The Maddox Company** (MS, LA, AR, AL) and **Fritz Ford & Associates** (OH, WV, KY, MI).

Towel Specialties has been the industry leader in engineering the highest quality Beach Towels, Blankets, Robes and fashion bags since 1985 and is the largest producer of printed beach towels in the market today.

