

SW PROMOTIONS

If **SAM WHITE, JR., COULD CHOOSE** the word that comes to mind when people think of him, it would be trustworthy. In fact, trust is the foundation on which his company, SW Promotions, has built its reputation over the last six years.

“We get a lot of repeat business, and I take pride in that,” Sam says. “There are a lot of companies that do what we do, but our clients know they can trust us to get the details right and deliver their products on time at a fair price.”

SW Promotions specializes in embroidered apparel, trade show giveaways, customer gifts, and employee recognition awards – anything that will hold still long enough to slap a logo on it. And if Sam has learned one thing over his 20 years in the promotional products industry, it’s that attention to detail is critical on his end to do right by the time and money his clients have put into developing their logos.

“Our goal is to provide our customers with a worry-free experience, where they don’t have to do anything because they know we’re doing everything,” he says.

The SW Promotions sales team includes Sam’s dad, Sam White, Sr., another industry veteran, and Robert Farry, who came on board last year to help manage the growing customer base. Jill Antley and Sam’s wife, LeAnne, keep things running smoothly behind the scenes.

A Greenville native and Clemson graduate, Sam couldn’t imagine running his business anywhere else, and appreciates the rich business

environment that has developed around the Upstate’s great quality of life. SW Promotions works with companies of all sizes, from the large corporations headquartered here to the small and mid-size businesses that supply them.

“I may get an order for 100 koozies for a wedding one day, and for 1,000 embroidered polo shirts for a local company the next,” Sam says. “I’m going to do both of them, and treat both of them with the same level of care.”

Outside the office Sam and Leanne stay busy with their two school-age daughters and the many opportunities for community involvement that come with parenthood. Their favorite way to relax as a family is on or near the water, be it beach, lake or pool.

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