



St Regis Group



FOR IMMEDIATE RELEASE  
November 10<sup>th</sup>, 2025

## **SRG Becomes Exclusive North American Supplier for All American Writing Instruments (AAWI)**

Chicago, IL - SRG is proud to announce an exclusive partnership with All American Writing Instruments (AAWI), naming SRG the sole North American supplier for AAWI's complete line of pens, pencils and markers.

AAWI, recently honored as "Family Business of the Year" at the 2025 ASI Counselor Awards, is celebrated as the last remaining, vertically integrated, pen manufacturer in the United States. Their commitment to quality, innovation, and American manufacturing perfectly aligns with SRG's values of craftsmanship and service excellence. AAWI's six brands, Garland®, RevMark®, PenScents®, Pencil Heroes™, Pokka®, and RePen™, cover a full spectrum of writing needs, from eco-friendly pens to rugged contractor markers, all proudly made in the USA.

Adam Bell, President of AAWI, added: "This partnership allows us to expand our reach without sacrificing our commitment to American manufacturing. Together with SRG, we'll continue to deliver exceptional quality and service to our customers."

Merrick Falkenstein, Chief Revenue Officer at SRG, said: "AAWI's 'Made in America' legacy and SRG's reach create the perfect combination, offering distributors reliable, USA-made products with the support and service they trust. We're also excited to bring Ian Brudenell, VP Sales for AAWI, into the SRG family. Ian has built trusted relationships and delivered outstanding results for the AAWI brand across North America, and we're thrilled to have him continue that success as part of SRG."

Effective immediately, SRG will manage all AAWI POs and customer inquiries.

Customer Service: [info@stregisgrp.com](mailto:info@stregisgrp.com) | Orders: [orders@stregisgrp.com](mailto:orders@stregisgrp.com) | Phone: 1-888-854-0591

The complete AAWI range is now exclusively available on the SRG website, [www.stregisgrp.com](http://www.stregisgrp.com).

SRG has grown steadily into North America's premier supplier of Awards & Recognition, Promotional Products, and Corporate Gifts. Over the years, SRG has expanded into large facilities comprising over 400,000 square feet of manufacturing and warehousing in Chicago, IL, and Markham, ON. The company has over 400 employees in North America and has partnerships with dozens of premium, world-renowned brands.

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