



Phone: 1 888 854 0591  
Email: [info@stregisgrp.com](mailto:info@stregisgrp.com)

FOR IMMEDIATE RELEASE

## St Regis Group Rebrands to SRG: A New Era of Excellence

CHICAGO (January 6, 2025) - The St Regis Group is proud to announce its rebrand to SRG as it celebrates its 25th anniversary. A modern name for a modern era, SRG reflects the company's evolution from a specialist in awards to North America's premier Top 40 supplier of Recognition, Promotional Products, and Corporate Gifts.

Founded in 1999, St Regis has cemented its reputation as the #1 supplier of awards and recognition, offering premium awards, plaques, and custom designs. Over the years, through notable acquisitions and organic growth, the company has expanded its portfolio to include premium giftware and lifestyle products, forging partnerships with world-renowned brands and operating out of state-of-the-art facilities in Chicago, IL, and Toronto, ON.

"Our new name, SRG, signifies more than a fresh look—it is the next step in our exceptional growth and modern approach as a service-oriented organization," said Richard Firkser, founder of St Regis Group. "While awards remain at the heart of what we do, we've expanded into diverse categories like Drinkware, Barware, Pens, Journals, Housewares, Kitchenware and much more. As a premier giftware supplier and with more and more products being added to our lineup, we're committed to offering innovative solutions that motivate, reward, and inspire beyond recognition."

As the most recognizable brand in the awards and recognition space, the St Regis name isn't going anywhere anytime soon. Now featured as a premium brand under the SRG portfolio, distributors can continue sourcing all of their award needs from St Regis, which will continue to lead the industry in providing exceptional awards that help you recognize excellence.

With over 400,000 square feet of manufacturing and warehousing space and a dedicated team of more than 400 employees, SRG continues to innovate and deliver exceptional service. The rebrand to SRG aims to highlight its broad offerings, from awards and corporate gifts to exclusive collaborations with top-tier brands and sustainable products that will leave the world a better place. The new SRG is a fresh, forward-thinking, trend-setting supplier that will be your go-to source for recognition and promotional giftware.

SRG is committed to helping customers celebrate achievements and create unforgettable moments with products that are as diverse as the clients they serve. While the name may be new, SRG's commitment to excellence and trusted partnerships remains the same.

### About SRG

SRG (formerly St Regis Group) is North America's leading supplier of Awards & Recognition, Promotional Products, and Corporate Gifts. With a rich 25-year history, SRG is known for its innovative designs, exceptional craftsmanship, and commitment to customer satisfaction. For more information, visit [www.stregisgrp.com](http://www.stregisgrp.com).