



PRESS RELEASE

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BECAUSE THEY'RE
WORTH IT.™

Houston - Ringers' Gloves would like to recognize Axiom, a Brand Strategy and Marketing firm, for the ten prestigious Lantern awards they received, including Best of Show at Houston's 2018 BMA Lantern Award Show. Six of the Ten awards were for creative services provided to Ringers, including Best of Show for Integrated Marketing Campaign.

The Ringers Gloves Integrated Campaign featured "Because They're Worth It" which was created to strengthen Ringer's position as "The Hand Safety Experts" across the verticals they serve. The digital strategy leveraged content marketing, social email, video and more.

The Lantern Awards celebrated 30 years "of building connections within the B2B marketing community." Below is a picture of Jim Wolf, CEO of Ringer's Technologies LLC with the Axiom Team- (from right to left), Tom Hair-Founder and President, Jim Wolf- CEO Ringers Technologies, David Lerch-Vice President Creative Director, Laura Hughey- Brand Strategist.

