

# Logo company makes clients stand out

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By FRED POLLARD

ALTON - From pens and notepads to sunscreen and watering cans, Logo It can make an organization or business the star of nearly any product imaginable.

"We have even put logos on toilet paper," director of operations Casey Hamberg said, laughing. "We have about 70,000 manufacturers of items to choose from, so it really is endless the number of things we can put a logo on."

Putting their mark on the area for 15 years, Logo It was chosen as the RiverBend Growth Association Business of the Month for February.

"The RBGA has been instrumental in the growth of our business," Hamberg, who also is an ambassador with the organization, said. "We really value our partnership with them and we think it is the best investment we have ever made in the community."

Logo It provides a wide array of services including custom embroidery, custom screen-printing, company store fulfillment, design and layout, and promotional products.

"We go out to clients as well as assisting our customers in-house," Hamberg said.

While the logo company serves clients all over the country, it has a special affinity for the community it calls home, and relies on many local clients for the bulk of its repeat business.

"The economy is our greatest challenge," Hamberg said. "Our income is solely based on sales, so when companies don't spend it affects us."

"We always tell people there is enough work for everyone in town, and we refer (clients) to our competition if we cannot do the job."

Jan Langa started the business out of her home. Today, the company has grown to accommodate a newly remodeled office and nine employees, two of whom were hired late last year.

Hamberg has been with the company for 13 years.

"I had coached Jan's daughter," she said. "I had young children at the time; I was selling cars for a living and wanted something that allowed me more flexibility with my time with my kids. Jan introduced me to the industry, and I haven't looked back."

She said Logo It has grown by putting its "stamp" on client needs.

"We believe our customer service and impeccable products make us stand out," she said. "We are also very proud that most of our clients have become our friends."

New or small businesses also are welcome to set up a consultation.

"Some people think, 'We can't afford it,' but we can accommodate the smallest of budgets as well as the largest of budgets," Hamberg said. "We strive to find that special item that people can really utilize. We can sit down and discuss what the business is trying to accomplish, and guide them to the most effective item. For example, huggies may not be the most effective tool for their core target."

Logo It, 705 Belle St. in Alton, is open from 8 a.m. until 4:30 p.m. Monday through Friday, and Saturday by appointment.

For more information, call (618) 462-1899 or visit the website at [www.wecanlogoit.com](http://www.wecanlogoit.com).

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