

The inventor of the “flying billboard” has over 50 years of experience.

Despite countless companies fleeing to overseas manufacturing, Humphreyline decided to stay in the USA, and it has never looked back. Beginning with its flagship product, “The Humphrey Flyer,” a decorated flying disc with a custom logo, the company has expanded its line to include such promotional staples as stadium cups, sand pails, bottles and yo-yos, all made from raw materials in the Kentucky factory. With the addition of their line of personal care amenities 10 years ago, the supplier is now also an industry leader in the lip balm and hand sanitizer categories. Since the company’s inception nearly a half century ago, the mission and golden rule have always been to serve the customer.

Directly in line with its desire to serve the promotional products market, Humphreyline also strives to be a U.S. manufacturer. “We want to be manufacturers, which to us means

in the product, and that we are a low-cost producer.”

Distributor customers also know that they have what Ellis calls an “unfailing source of supply” that

Humphreyline takes input from distributor clients and sales representatives when devising new products for its line.

that we do all of our manufacturing, from raw material to finished product, in the United States,” says Mel Ellis, president. “By accomplishing this, we know that we will never run out of product, we will know what is

adheres to all state and federal safety regulations. Clients can also be confident in the increased number of end-buyers specifying their desire for American-made products for their promotional purposes, both

Reasons to Buy American

“Products made in America will remain popular in this industry as long as it exists. The reasons have become clearer and clearer in the past couple of years,” says Mel Ellis, president of Humphreyline.

1. Better credit. “American manufacturers can get credit on material purchases, their equipment can serve as collateral for the banks, and, because they can produce to order with very short lead times, they do not need to invest as much in finished goods inventory,” he says.

2. Better quality control in the U.S. “We often don’t know what is in an imported item; this is widely recognized by the consuming public and the regulatory authorities. It took over 100 years for our very sophisticated regulatory apparatus to develop in the United States, and China will need a good deal of time to catch up,” he says.

3. The new business lingo: ON-shoring. “Businesspeople are seeing the benefits of domestic manufacturing, and are making the necessary investments in people and capabilities to bring back more and more work to American shores. Domestic manufacturers have more control over their business risks than importers, and can be more informed about their future costs. Importers, by definition, are exposed to far more exogenous risk than their domestic competitors, and thus are not nearly as in control of their businesses,” he says.

for reasons of increased safety and because they want manufacturing jobs brought back to the States.

Like many U.S. manufacturers, Humphreyline takes input from distributor clients and sales representatives when devising new products for its line. But most importantly, the product needs to be something that can be produced in the U.S. “We look for things that fit in our line, that can be made in America with our existing equipment, and that will have relatively wide appeal,” says Ellis. “This year one of our distributors approached us with a new and unique approach for a hand sanitizer prod-

uct and we are very excited about its potential.”

Humphreyline’s devotion to customer service and quality products is a hallmark of many companies that produce their products in America, but Ellis cites the employees of the company as what sets Humphreyline apart from others in the industry. “We are very fortunate to have a highly capable and committed workforce in all areas of the business,” he says. “In the landmark business book, *Good to Great*, by Jim Collins, the key chapter is about ‘getting the right people on the bus.’ We have taken his advice to heart, and our customers have been the big winners.”