



PaceMaker Stix  
322 Blueberry Lane  
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*"From A to Be"*

## NEWS RELEASE

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### **PaceMaker Stix Awards 2014 Branding and Marketing Assignment to Wovn Group**

**Customer-centric Walking Equipment & Accessories Manufacturer, e-Retailer and "Lifestyle Evolution" company Launches New Branding and Marketing Program**

NEW YORK, NY--(May 20, 2014) - Wovn Group, an innovative business, brand evolution and marketing consultancy that helps companies map out their long term growth plans, and uniquely articulate their true value propositions, has been selected by Venusta, LLC, parent company of PaceMaker Stix, to envision and manage their business, branding and marketing blueprints.

Primary focus will be on consumer, retailer and 3rd party "brand education" and marketing/alliance programs. Wovn Group has already created a number of key strategic and design deliverables for PaceMaker Stix, which focus on brand evolution and increased awareness. Specifically, Wovn Group and PaceMaker Stix have worked together in areas such as strategic brand architecture, brand identity, new product development, product packaging & re-design, e-business transformation, marketing, and sales pipeline definition. The outbound marketing and communication effort was formally launched last month, and double digit sales increases to date, vs. year ago sales, have already been observed.

"We knew that 2014 was going to be a critical year for us, in terms of our long-term success," noted Wes Wittman, who heads up PaceMaker Stix's Customer Care Department. "We needed a unique business and marketing partner whose people have a combination of marketing, brand design, message optimization and business strategy expertise and also understand what it takes to provide unparalleled customer service, regardless of our current size or spending levels. Our two companies work extremely

well with each other. It's a great fit, and we could not be happier with the initial results of their planning, blueprinting and implementation efforts."

"We love the challenge of marketing and positioning both an 'under the radar' product category, with clear benefits, and a game-changing brand with intrinsic attributes and values that will transform the category and dramatically expand the brand's appeal to US consumers," added Chuck Hirsch, Director of Strategy, Wovn Group. "We have worked extensively with a number of newer marketers, as well as sports, sports league, sports equipment and accessories businesses. We have excellent, in-house sports marketing and business consulting resources. We also know how to take a great product to the next level. We want to make people aware of the unique and effective way that PaceMaker Stix can help people reach their fitness and lifestyle goals, and transform their lives, no matter what their age or endurance level or "walking functionality" happens to be."

### **About PaceMaker Stix**

In 2008, PaceMaker Stix was founded for a number of reasons:

- To broaden the appeal and popularity of Walking or Hiking Poles in the US; the sport has a much wider recognition and has been practiced in Europe since the 1930's
- To offer consumers Walking, Hiking and Trekking pole products and accessories with both superior quality and value--"affordable, every day quality and craftsmanship"
- Give people of all ages a way to exercise and be healthier on their terms--Pole Walking is an inclusionary, not an elitist or "uber athlete" type of sport or activity

The company is privately held, with headquarters in Grand Prairie, TX and manufacturing operations around the world.

### **About Wovn Group**

Established in 2010, Wovn Group was created to offer a fundamentally different way that a solutions resource can help clients with their business, branding and marketing challenges.

Wovn Group combines service, company-side and business & technology consulting expertise into a formidable offering. accelerating message impact and effectiveness by integrating traditional, digital and engagement channels. Through a uniquely conceived "hybrid" structure, the company provides unparalleled thought leadership, experience and customer care that rival much larger "marketing companies of record," at man hour rates that are a fraction of what larger, more traditional (i.e., higher overhead) resources charge.

Wovn Group is not simply an "agency," "design firm" or "web company." We are alternative thought and idea craftspeople.

The company is headquartered in NY, with affiliate offices and resources (and a corresponding client roster) across the US.