



FOR IMMEDIATE RELEASE

HIP Labels Adds Tyler Brown To Sales Team

Greensboro, NC (April 18, 2017) – HIP Labels, LLC, is pleased to announce the hiring of Tyler Brown to its staff as Sales Associate. Brown will work on behalf of HIP to develop new accounts and to enhance sales services for existing clients. Brown’s addition to HIP comes in part to the continued growth of HIP into nursery, greenhouse, and retail segments. Brown also fits into HIP’s long-range strategic plan to increase sales efforts to gain market share and stay abreast of growth and change in the allied horticulture industry. His primary territory will be the east and south U.S. though not confined there as opportunity presents.

Brown’s background is steeped in the nursery industry through years of work with Lancaster Farms of Suffolk, VA, where he was involved in day-to-day production, plant maintenance, and inventory, along with collaboration and interaction with nursery management. His education experience has prepared him for the challenges of horticulture business with focus on management, technology, and communication.

“Tyler is a super addition to our team,” said Bob Lovejoy, president and owner of HIP Labels. “His insight into wholesale nursery operation coupled with an enthusiasm to apply innovation and ideas for client solutions is the perfect fit for the HIP way of doing business. He’ll strengthen our service and support for current customers and create new opportunities for us in a very competitive marketplace.”

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HIP Labels is based in Greensboro, NC and provides horticultural branding products to plant producers and retailers in the US and Canada. They are consistently on the cutting edge of innovation in materials, formats, and technologies, providing custom and sustainable solutions combined with exceptional customer service. They offer a wide array of stake and hang tags, advanced designs for pot wraps, and a variety of small and large format point of purchase signage.

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