



FOR IMMEDIATE RELEASE

HIP Labels Hires Industry Veteran Bryan Bravenec For Business Development And Account Management

Greensboro, NC (June 9, 2020) – HIP Labels, LLC, Greensboro, NC, is pleased to announce the addition of horticulture business veteran Bryan Bravenec to the company, starting July 1, 2020. Bravenec will work nationwide on behalf of HIP to develop business and manage accounts with the industry's leading nursery and greenhouse growers. With 25 years of printing experience and 15+ years in horticulture identity and branding, he is widely recognized for his expertise in print technology and senior-level client relationship. Bravenec's track record of success for his clients fits perfectly with HIP's mission and reputation for innovative solution, customized approach, and exceptional service.

Bravenec's career in horticulture packaging began with Horticultural Printers in Mesquite, TX in 2004. He has remained with the company, now known as Orora Visual, through various corporate transitions and job roles until accepting his new position as National Accounts Manager with HIP Labels. Over the years, Bravenec has worked with premier plant producers and garden retailers in the US and Canada, managed a portfolio of dozens of accounts, and consistently met and exceeded sales goals. He is versed in all aspects of plant labeling, packaging, and signage and has a proven resume for business development and maintaining strong client relationships.

"We're extremely pleased for HIP and current and potential customers to have Bryan join our team," said Bob Lovejoy, president and owner of HIP Labels. "His work experience, industry contacts, and knowledge of printing and marketing make him uniquely qualified to offer the innovation and solution we want HIP Labels to be known for."

"I'm excited to be working with HIP and to add a new chapter to my work in the hort industry," said Bravenec. "I've known Bob and his company for years as a friendly competitor. His integrity, professionalism, and focus on custom, trend-setting solutions are in sync with the way I want to do business. We'll be a great team."

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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