

A Legacy of USA Manufacturing & Supplier Excellence: CARO-LINE

See how combining innovation, quality and a strong commitment to American manufacturing can make you a trailblazer in the promotional products industry.

INTRO

When it comes to promo products, one company stands out for embodying the American spirit from day one. The journey of **CARO-LINE (asi/44020)** began in 1946 when they started as Hav-A-Hank™ in Greenville, SC. **Scott Thackston**, VP of Marketing & Product Development, explains, “We originally supplied handkerchiefs to the military under our first brand.” By the mid-80s, the hankie’s popularity had waned, and that’s when Bandanna Promotions by CARO-LINE was born, thus entering the exciting world of advertising specialties in 1985.

“We recognized the growing demand for putting logos with custom designs on bandannas, so we entered the promo products industry and joined ASI.”



CARO-LINE

Today, with three product lines, 100 employees, fully vertical USA manufacturing, cutting-edge imprinting techniques and a strong presence as an ASI® supplier member, CARO-LINE continues to thrive, delivering high-quality textile solutions while shaping the future of promotional branding.

MADE IN THE USA

CARO-LINE takes pride in crafting high-quality textile products at its two manufacturing facilities in Greenville, SC, and Tryon, NC. Every item is produced in-house, ensuring exceptional craftsmanship and quick turn-arounds that rival overseas imports. With six unique imprinting methods, including screen printing, rotary dye imprinting and embroidery, CARO-LINE delivers vibrant designs that elevate brand visibility while maintaining eco-friendly production standards.

“We’re a fully vertical manufacturer at our facilities in North and South Carolina.”

EXPANSION & INNOVATION

With innovation at its core, CARO-LINE expanded its offerings, and now has three distinct product lines that embrace creativity and sustainability:



Bandanna Promotions by CARO-LINE:

Bandannas are far more than a fashion accessory showcasing logos. Customers opt to display event schedules, maps, to sports cheer gear.



Swag-Wag Pets: A booming category designed for pet lovers, featuring the proprietary Snap-and-Go pet bandannas – safe, stylish and a branding powerhouse for local businesses.



American Blankets: A premium line of eco-friendly woven tapestry quality throw blankets, offering an elegant and cozy gifting solution for corporate clients.

"We use ASI newsletters, breaking news, surveys and reports to stay up to date on the industry."

MEMBERSHIP IS KEY



As an ASI supplier, Scott likes the “opportunities to reach a lot of distributors based on size, product mix and industry tenure.” CARO-LINE also benefits from advertising in ASI’s sourcing platform, ESP®; exhibiting at all three annual ASI Shows® and attending other in-person events; and educating distributors on how to sell their products.

THE POWER OF PRINT

Print is dead? Not for CARO-LINE. “Print is popular. We still have a hard copy catalog for distributors to pass out to customers or leave behind after meetings.” There’s no pricing, keeping the promo supply chain intact.

"Everyone is so overwhelmed with email. Our catalog is a great idea-generator."

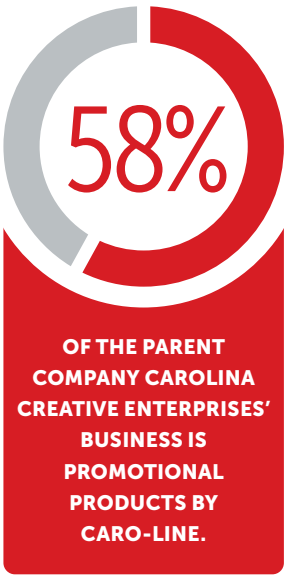


RELATIONSHIPS MATTER

The promo products industry is a lot like many others: It boils down to relationships. Through face-to-face interactions at ASI events, as well as various advertising opportunities, CARO-LINE is able to bring products to market and educate distributors and end-buyers on how to use them, which in turn helps distributors close more sales. Scott says, “It’s a partnership and we build relationships with our distributors in that way. It’s really important to be able to have trustworthy personal long-term connections.”



CARO-LINE’s success continues to grow with their USA-made sustainable products, but their roots remain at the heart of everything they do. American-made quality, pride and care, the values that started it all are still true today, proudly reflected in their slogan: American Owned, American Made.



American Blankets:



Bandanna Promotions:



Swag Wag Pets:



Caro-Line:



Explore all the ways to grow your business and promote your made-in-the-USA products just like CARO-LINE.

Explore Now

