Leading Source for Norfolk Custom Engraving Announces Acquisition in Effort to Further Improve Productivity and Grow Customer Base

January 31, 2020

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Norfolk, Va. - It is with great pleasure and excitement that Bruce Gilbert and Gene Hubbard of G&W Gifts & Awards and Amanda Gianotti of Allogram, Inc., announce the acquisition of G&W by Allogram. The new entity will operate as G&W by Allogram South. This acquisition allows Amanda to bring Norfolk custom engraving systems and technology used at Allogram to G&W with the intent of improving productivity and growing the customer base in Norfolk Virginia and surrounding areas.

Amanda shared her enthusiasm regarding the recent merger by stating ?I am excited about expanding to the Norfolk area and working with a great team. I am even more excited that they are looking forward to adapting new technologies and taking their production and services to a new level. I am also thrilled the staff will all transition from G&W to Allogram South, including Joe Gilbert, Bruce's son, a 3rd generation awards professional.?

This acquisition also allows Bruce and Gene to play more golf, travel and enjoy retirement while knowing their family tradition of excellence will be carried forward by Bruce's son, Joe Gilbert, who will remain in the

business working with Amanda and the rest of the team at G&W.

The previous owners of G&W Gifts and Awards are looking forward to the merger as an opportunity to continue the dedication to Norfolk engraving that has been longstanding within the local area. Bruce shared his passion for the business by saying ?I am thrilled with the acquisition. It will allow G&W to continue on it's 60 year legacy of servicing and helping our clientele in the Hampton Roads area.? Gene echoed Bruce?s sentiments by stating ?I am excited about continuing my family's legacy with people who understand what a family business is.?

Improving communications and adding additional production processes is an imperative aspect of this acquisition, as the ultimate goal is to expand the customer base while still upholding the utmost in customer service. This positive change allows the professional staff to continue to offer quality craftsmanship to a new community with multiple locations to service events in DC, VA and MD alike.

To learn more about G&W by Allogram South, visit their website at https://www.gwawards.com/ stop by their Norfolk showroom located at 815 Poplar Hall Drive, Norfolk, VA 23502.

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G&W Awards by Allogram South

G & W Gifts & Awards by Allogram South is a full service trophy and awards store serving the greater Norfolk, Va area since 1959. They offer a wide variety of custom trophies, plaques, engraving, medals and corporate awards.

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