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Mike Oliver joins TradeNet as Southeast Region Sales Representative

GARDNER, Kan. (7/9) – Mike Oliver of United Promotional Consultants, Inc., has been named Southeastern Region Sales Representative for TradeNet Publishing, Inc.

Formerly associated with Barton Nelson, Inc. (Bebco), Oliver’s sales territory for TradeNet includes the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

Located just southwest of Kansas City, TradeNet is a major supplier of Stik-ON® Adhesive Notes, scratch pads, magnets, calendars, erasable boards and a variety of printed promotional materials. The company has 150 employees.

Oliver founded United Promotional Consultants in 2012. Bebco was the primary supplier among the various lines Oliver represented. TradeNet will now become one of Oliver’s most significant lines in terms of product offerings and overall sales.

A resident of Atlanta, Oliver has served in the United States Navy and studied Industrial Engineering at Georgia Tech University. He has been a supplier representative in the promotional products industry for 11 years and as a distributor for five years. His professional affiliations include DistributorCentral, ASI, PPAI, SAGE and GAPPP.

“Mike has established relationships with thousands of promotional products distributors and marketing companies across the country including the majority of the industry top 40,” said Joe Torrago, Chief Operating Officer at TradeNet. “Mike brings to TradeNet a keen understanding of the industry and experience selling printed promotional products.”

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