TWO’S COMPANY

50

1969

CELEBRATING 50 YEARS OF STYLE, PASSION, & FAMILY

A SPECIAL PROMOTIONAL SUPPLEMENT TO GIFTS
The gift industry is rarely kind to people and companies over the long term: trends come and go, suppliers tend to burn out or just fade away and often the passing of a generation can mean the passing of the company as well.

And then there’s Two Company. This year it celebrates its 50th year in business, a remarkable achievement for any modern company but a simply astonishing one for the gift business.

Through two generations and literally tens of thousands of products over these five decades Two’s has taken its place as among the best companies at identifying trends, and presenting them to its customers in a creative and inspired fashion. Just as important, they have delivered them in a timely and efficient manner.

Gifts & Decorative Accessories celebrates the Two’s Company anniversary this month with this special commemorative magazine, a compendium of all that’s made the company so special, and why it’s ready for the next half century.

The Editors

What I’ve found remarkable about Bobbie and Tom is the beautiful working relationship between them. They don’t always agree on strategic moves, but share mutual respect for each other and the same goal of developing a product line that emphasizes style, elegance and uniqueness, and work hard to achieve success.

—Stuart B. Newman, Advisor

Bobbie and Tom Gottlieb
Celebrating Two’s Company 50 Years of Style, Passion, & Family

company that, while privately owned, serves as one of the
design, operations and all the other moving parts of a
However, there is also very much a Company behind them.
set the tone for everything that happens at the company.
two of Two’s, the heart of the enterprise and the people who
Two's Company, it would be hard to find. Bobbie Gottlieb
If there was ever a business more aptly named than
THE TWO
WHAT HAPPENED NEXT THAT CHANGED EVERYTHING FOR YOU AND
BG:
FROM THE BEGINNING, YOUR SONS PLAYED A ROLE IN WHAT YOU
BG:
EVENTUALLY YOU CHANGED THE NAME TO TWO’S COMPANY AND
EVENTUALLY YOU CHANGED THE NAME TO TWO’S COMPANY AND
STARTED TO EXPAND FROM THOSE ORIGINAL INFLATABLES INTO ALL SORTS OF LUCITE HOME AND ENTERTAINING PRODUCTS FROM PICTURE FRAMES TO BAGEL BASKETS; YOU WERE KNOWN AS THE KING OF LUCITE.
BG:
EVEN IF YOU HAD NOT BEEN A BUSINESS OWNER, YOUR SONS WOULD HAVE BEEN AND ALWAYS WILL BE HIGH.
BG:
WE EXPECTED THE KIDS TO PERFORM; IT WASN’T JUST FUN AND GAMES. THEY ALWAYS WORKED SUMMERS AT TWO’S DOING WHATEVER WAS NEEDED: TRAVELING TO TRADE SHOWS, GETTING SAMPLES READY AND SELLING AT SHOWS. THE ORIGINAL NAME OF THE COMPANY WAS TWO PLUS THREE AND THAT REPRESENTED THE TWO OF US AND THE THREE KIDS.
BG:
WE ALWAYS THOUGHT THAT SCHOOL WAS OUR WORK AND TWO’S WAS THE FUN. SO WHATEVER WE DID WE WERE EXCITED WITH THE RESPONSIBILITY. I REMEMBER WHEN I GOT MY DRIVER’S LICENSE. I FELT EMPOWERED AS IF I COULD DO ANYTHING I WANTED TO DO.
BG:
WE ALWAYS THOUGHT THAT SCHOOL WAS OUR WORK AND TWO’S WAS THE FUN. SO WHATEVER WE DID WE WERE EXCITED WITH THE RESPONSIBILITY.
BG:
WE EXPECTED THE KIDS TO PERFORM; IT WASN’T JUST FUN AND GAMES. THEY ALWAYS WORKED SUMMERS AT TWO’S DOING WHATEVER WAS NEEDED:
THE CLASSIC HEINZ KETCHUP BOTTLE. I TOOK ONE LOOK AT IT AND SHOUTED “YES!” IT WAS A HUMBLE BEGINNING WITH $5000 – OUR ENTIRE SAVINGS.
BG:
WE EXPECTED THE KIDS TO PERFORM; IT WASN’T FUN AND GAMES. THEY ALWAYS WORKED SUMMERS AT TWO’S DOING WHATEVER WAS NEEDED:

case that my love for design and usefulness pairs well with a business mission.

#1535 Toothbrush, Toothpaste, and Cup Holder Designed by Tom Gottlieb at age 12


THE TWO IN TWO’S COMPANY

If there was ever a business more aptly named than
Two’s Company, it would be hard to find. Bobbie Gottlieb and
Tom Gottlieb, mother and son, are unquestionably the
two of Two’s, the heart of the enterprise and the people who
set the tone for everything that happens at the company.
However, there is also very much a Company behind them.

From its modern corporate offices in suburban Westchester
County, NY, Bobbie and Tom direct a company that is 50
years young this year and poised to continue in its place as
industry leader, innovator and creative force. In Bobbie’s
obscure-filled office, she and Tom sat down to talk about
the company’s origins, her taking over after the premature
death of her husband, the Two’s DNA, the uniqueness of the
mother-and-son relationship and what the future holds for
the company. As Tom will tell you, expectations always have
been and always will be high.

BOBBIE, THE BEGINNINGS OF TWO’S COMPANY WILL BE FAMILIAR TO ANYBODY WHO HAS STARTED A BUSINESS IN THIS INDUSTRY BUT CERTAINLY, YOUR CIRCUMSTANCES HAD A FEW TWISTS.
BG:
My husband Bob and I struggled for years. We realized
that we better find a different way to make a living in order to
send our three young boys to college. We were in search of an
idea to develop into a business. At that time, Bob worked and
traveled to Asia for an import company, and before children,
I was a production assistant on the Jackie Gleason and Ed
Sullivan TV shows. Our skill sets were very different. One day
Bob came home carrying a giant inflatable replica of a Heinz
cupcake bottle. I took one look at it and shouted “yes!” It was
a humble beginning with $5000 – our entire savings.

FROM THE BEGINNING, YOUR SONS PLAYED A ROLE IN WHAT YOU WERE DOING, RIGHT?
BG:
We expected the kids to perform; it wasn’t just fun
and games. They always worked summers at Two’s doing whatever
was needed: traveling to trade shows, getting samples ready
and selling at shows. The original name of the company was
Two Plus Three and that represented the two of us and the
three kids.

FROM THE BEGINNING, YOUR SONS PLAYED A ROLE IN WHAT YOU WERE DOING, RIGHT?
BG:
We expected the kids to perform; it wasn’t just fun
and games. They always worked summers at Two’s doing whatever
was needed: traveling to trade shows, getting samples ready
and selling at shows. The original name of the company was
Two Plus Three and that represented the two of us and the
three kids.

Eventually, I convinced Tom to come home when our sales
numbers were flat. I realized that we better find a different way to
make a living in order to send our three young boys to college.

YOU HAVE THREE SONS BUT IT SOON BECAME APPARENT THAT ONE WAS THE RIGHT FIT.
BG:
From the beginning all of the boys had an affinity
for the business. But Tom seemed to be the most interested
in the business. As he was our secret weapon; a cute
boy who looked even younger than his age with extensive
product knowledge who disarmed the unwitting customer
and came away with big orders. He had design sense as well.
When he was just 12, he designed several products one of
which was a toothbrush/toothpaste and glass caddy that was
very successful and featured in House Beautiful. When he
was in college, he opened up a small shop on campus selling
Two’s products. He also has a dorm business, a hot
trend in the 70’s. At the beginning of the fall semester, he
and his friends/partners traveled to schools in New England
setting up on campuses and selling houseplants for students in
the dorms. From his childhood, he always showed a great
entrepreneurial spirit and passion for the business.

During his junior year at Tufts, he went to Taiwan to study
Chinese and while he was there, we figured he could do some
quality control for us with the factories we were working with.
It was not easy to reject product that our small factories had
spent time and effort to produce. That’s where he got his grit.

When he graduated, he went to work at Bloomingdale’s as
an assistant buyer, where he utilized his Chinese and worked
with top management at launching a storewide China country
promotion. Soon after that, an opportunity availed itself to
work with one of the first American companies opening an
office in Beijing in 1984, when China first opened its doors.
Grit played a major role there as well. Back then, China
considered a “hardship” post for overseas employees.
Eventually, I convinced Tom to come home when our sales
manager left. I called him and said, “if you are going to join
Two’s this is a good time. I need you back here.”

I was relieved, excited and delighted when I picked him up
at the airport a week later. We’ve worked happily together
ever since.
WHERE IN THE WORLD IS TOM...

AND WHAT ARE HIS BEST TRAVEL TIPS FOR GETTING THERE

One of Tom Gottlieb's first jobs at Two's Company was checking out the company’s suppliers in Taiwan while he was studying there as a teenager in college. He hasn't looked back since. Many decades – and a whole lot of frequent flyer miles – later he continues to travel the world to create the best products, discover the best crafts and materials, and expand the Two’s brand.

Here are Tom’s insights and tips for planning and enjoying your next trip...

1. WHAT AND WHEN TO WEAR

Packing time is essential to a successful trip. On my iPhone notes, I have a list of what I am planning to wear day by day. It makes getting going each day very efficient, especially with all our city hopping.

2. CARRY ON

A rolling bag with an easy-access outside computer compartment is essential for navigating security and airports efficiently. And be sure to pack an extra change of clothes for those rare occasions of lost luggage.

3. FAVORITE CITY HOTEL

London’s Ham Yard Hotel. Interior designer Kit Kemp has created inspiring environments in all of her properties. The ultimate luxury for those who appreciate art, culture, design, color, pattern and texture.

4. DON’T LEAVE HOME WITHOUT IT!

Zip Lock Bags. After the iPhone, I don’t think anything can replace these for carrying anywhere. I have them everywhere; in the car, in my suitcase, and in my carry-on. I even use them as a carry-on to comply with the 3-1-1 rules! For a few more dollars, you get the security of being able to pull out your personal electronics to show the TSA for inspection.

5. TWO’S POWERBANK

The worst feeling while traveling is running out of juice. The Two’s power banks come with a built-in cord, are compact and have that extra power in case of an emergency.

6. BEST ALL IN ONE TOTE

The Two’s Black Bag. So light and easy to carry, a handled bag always comes in handy to hold samples on long rides to factories or as an extra airport carry on to hold those last minute purchases. I have two or three with me at all times.

7. WHEN IN FLIGHT

I like Lululemon black workout pants and hoodie. Comfort is key especially on those long flights. The hood adds extra comfort, especially on some of the longer car, train or off-road journeys.

IT’S WONDERFUL WORKING WITH A

a. person when I can’t seem to figure

b. out. The mother-son

c. relationship is actually much easier

d. than the usual father/son because I

e. want him to be better than me.

f. It’s wonderful working with a

g. partner who thinks alike. It allows

h. us to demonstrate for our staff a

i. level of consistency and reliability.

j. We support over 200 families and,

k. despite the size, we have been

l. successful in maintaining our small

m. company culture and family values.

n. Frankly, I think that is what many

o. love about working here at Two’s.

THE VISION OF THE COMPANY AND THE INDUSTRY IT OPERATES IN?

TG: In terms of the company, we have a remarkably dedicated staff many of whom have grown with us and have been with us for decades. We’ve inspired them and empowered them to be the best that they can be. In terms of the industry, there’s definitely been a shift in buying habits. We believe that people today enjoy all types of experiences, especially those relating to products that touch them in some special way. That’s why we really focus on the emotional side of product.

BG: We are seeing a lot more independent retailers that are creating better and more compelling customer experiences. The stores that are buzzing are those focused on speaking with their customers in new and exciting ways.

SO WHAT DOES THAT MEAN FOR THE NEXT 50 YEARS FOR TWO’S COMPANY?

TG: We still love our independence. We may look at more independent retailers that are creating better and more compelling customer experiences. It's exciting to see the rise of independent retailers that are creating better and more compelling customer experiences.

WHERE IN THE WORLD IS TOM...

AND WHAT ARE HIS BEST TRAVEL TIPS FOR GETTING THERE

One of Tom Gottlieb’s first jobs at Two’s Company was checking out the company’s suppliers in Taiwan while he was studying there as a teenager in college. He hasn’t looked back since. Many decades – and a whole lot of frequent flyer miles – later he continues to travel the world to create the best products, discover the best crafts and materials, and expand the Two’s brand.

Here are Tom’s insights and tips for planning and enjoying your next trip...
1970  Two’s Company is officially a company – by gift industry standards, anyway – as it exhibits at its first trade show at New York’s long-forgotten Coliseum, with Bobbie and Bob Gottlieb at the helm.

1975  In its third year of designing Lucite home products, MOMA recognized Two’s Company for its timeless modern design. Two of its designs, an acrylic tape dispenser and a hair spray face protector, are added to the permanent design collection of the Museum of Modern Art. They are two of more than 1,000 acrylic products the company will eventually create and successfully sell.

1978  Company founder – and one of the two in Two’s – Bob Gottlieb passes away as the other half of the team Bobbie Gottlieb takes over as president, making her one of the early women in the industry to run a major company.

1980s  The decade sees a dramatic expansion in the product assortment, into new materials like glass, paper and fabric, while continuing to build out the acrylic collection, including the blockbuster, Wallflower.

1983  Tom Gottlieb joins the company full time in the U.S. after a stint in China, first as head of sales and then president. He becomes the new other One in Two’s.

1985  Two’s Company expands its distribution network to global partners from Europe to Japan to Australia. 33 years later, the Two’s UK family Mulhouse Design continues to distribute the entire Two’s brand to shops throughout England and beyond. Two’s continues to sell in over 35 countries today.

1986  The 80’s saw the “items” craze. From the Wallflower to the It’s a Lock, Two’s had HOT items that flew off store shelves.

1994  Two’s becomes one of the first companies in the business to move to its own dedicated sales force and away from independent reps, giving it a major advantage in customer service. Today, it has some 90 full-time salespeople on its team. Easily recognized at shows by their “Two’s white attire.”

1994-2000  Showroom expansions occurred throughout the 1990’s in prime locations in each market. In Los Angeles and New York, a lobby location on the first floor in Atlanta just off the elevator on 17 and in Dallas on the main thoroughfare between the Trade Mart and WTC.

1999  Tozai Home debuts, giving the company a real presence in home décor, starting with an Asian bent and progressing over the next 18 years into a contemporary decorative accessory line.

2004  Cupcakes & Cartwheels is born with the introduction of colorful and fanciful tabletop designed by a local artist. Over time, it evolved into a youthful collection. It is the whimsy side of Two’s Company, with a happy, colorful and juvenile vibe.

2006  The new corporate head-quarters opens in Elmsford, NY in suburban Westchester County, an award-winning contemporary loft space that reflects Two’s design and creative ethos.

2012  East of India debuts, introducing to the US market a very successful gift line from England. It is the first of several initiatives in enhancing the Two’s Company story to include a total round-the-world perspective on design and trends.

2016  A major expansion of the Atlanta showroom opens, as well all Two’s spaces, front and center on the show floor. Show booths and showrooms continue to get the highest attention thanks to an in-house design and construction team that works up full-size versions of every display at their headquarters workshop in Elmsford, NY.

2019  Two’s completes the integration and investment of a new ERP business system to operate all aspects of the company from warehouse operations, sales systems, website, and all back-office functions. This will set the stage for the next decade to initiate major improvements in all aspects of the customer experience.

2018  Two’s Company is honored with the ICON Honors Medal of Excellence, one of several major accolades it receives from many, including Gifts and Decorative Accessories magazine and Gift for Life.
With a dedicated sales team of 90, Two’s Company is one of the few suppliers in the industry to have, not only its own in-house sales team, but also “Two’s University”, a program focused on continuous sales training.

“Even the best sales rep sales in comparison to the focus, knowledge of product and support that a Two’s Company salesperson can offer,” says Tom Zimmerman, who heads up sales.

And what makes for a good salesperson? “Our best salespeople have several things in common. They understand their role in sales support, they are inspiring and inspired, fiercely competitive and have a strong sense of empathy. They’re good communicators and love our business.”

Zimmerman says getting the balance right is critical in sales. “This all sounds very professional and, make no mistake, they are serious about business but, they never lose sight that this is a fun business and that focusing on what the consumer wants is key; a gift for a friend or loved one, something that they hope creates a memory. The Two’s sales experience is all about creating a memory as well.”

I watched in amazement when traveling to Salt Lake City to experience a Two’s Territory Manager at work. This manager actually brings his boom box with holiday songs playing softly in the background while he presents the Christmas collection. And when on the road with a Nashville Territory Manager, I watched him hand to a customer his own blend of trail mix. It was delicious, but unfortunately for me, he wouldn’t share the recipe.

Going the extra step seems to mean everything to Two’s Company. I was told that there is even a Territory Manager from Seattle who grows her own lavender, dries it and distributes it in small organza totes to calm the senses.

Going the extra step seems to mean everything to Two’s Company. I was told that there is even a Territory Manager from Seattle who grows her own lavender, dries it and distributes it in small organza totes to calm the senses. The Two’s team knows how to have fun and bring happiness with every touch.

Their customers seem to agree. “It is still a thrill when we hear comments like these,” Zimmerman says, “I love Lucy!" I have no issues, Pam takes care of them’ or when they describe how the whole store lights up when Ellen enters it with a smile!” The wonderful endorsements, like this one I heard was from Helen Lieb of Lou, Babs & Moog in Port Washington, NY. She wrote, “At the end of a sales call one I heard was from Helen Lieb of Lou, Babs & Moog in Port Washington, N.Y. She wrote, “At the end of a sales call I never hesitate to pick up my day planner and sign up for our next sales visit. That’s because Fern not only keeps me up-to-date on all things Two’s, but as importantly, we have fun when we meet. I always look forward to spending time with her. She not only shows me some amazing products but she’s become a true friend.”

Chris Kitchings of The Bowerbird in Old Lyme, CT shared “I buy Two’s not only because of its great product, but the fantastic sales support that I get from Dana, who understands my store, the trend and most of all respects my time”. Another savvy retailer Sonia Malloy of Splurge Gifts in Greenwich, CT said, “Two’s Company has the amazing ability to continually evolve with the changing needs of their customers. They offer quality, on-trend products at fair prices, enabling us to earn extra margin and surprise and delight the end consumer. Their sales staff is the best in the industry as you can always count on them to provide excellent customer service.”

“I bring my happiness with me every day. “We have three ways to sell: at shows, on the road and online. Here’s the anatomy of a Two’s Company sale: identify their best sellers, help a store with their merchandising by sharing success stories and get involved in training the retail staff. The important thing we try to remember is that we are not calling on buyers, we are calling on store owners and their first priority is how to make a profit. We feel a responsibility to customize every sale to each consumer’s needs.”

Tom Zimmerman says getting the balance right is critical in sales. “This all sounds very professional and, make no mistake, they are serious about business but, they never lose sight that this is a fun business and that focusing on what the consumer wants is key; a gift for a friend or loved one, something that they hope creates a memory. The Two’s sales experience is all about creating a memory as well.”

I watched in amazement when traveling to Salt Lake City to experience a Two’s Territory Manager at work. This manager actually brings his boom box with holiday songs playing softly in the background while he presents the Christmas collection. And when on the road with a Nashville Territory Manager, I watched him hand to a customer his own blend of trail mix. It was delicious, but unfortunately for me, he wouldn’t share the recipe.

Going the extra step seems to mean everything to Two’s Company. I was told that there is even a Territory Manager from Seattle who grows her own lavender, dries it and distributes it in small organza totes to calm the senses. The Two’s team knows how to have fun and bring happiness with every touch.

Their customers seem to agree. “It is still a thrill when we hear comments like these,” Zimmerman says, “I love Lucy! “I have no issues, Pam takes care of them’ or when they describe how the whole store lights up when Ellen enters it with a smile!” The wonderful endorsements, like this one I heard was from Helen Lieb of Lou, Babs & Moog in Port Washington, NY. She wrote, “At the end of a sales call I never hesitate to pick up my day planner and sign up for our next sales visit. That’s because Fern not only keeps me up-to-date on all things Two’s, but as importantly, we have fun when we meet. I always look forward to spending time with her. She not only shows me some amazing products but she’s become a true friend.”

Chris Kitchings of The Bowerbird in Old Lyme, CT shared “I buy Two’s not only because of its great product, but the fantastic sales support that I get from Dana, who understands my store, the trend and most of all respects my time”. Another savvy retailer Sonia Malloy of Splurge Gifts in Greenwich, CT said, “Two’s Company has the amazing ability to continually evolve with the changing needs of their customers. They offer quality, on-trend products at fair prices, enabling us to earn extra margin and surprise and delight the end consumer. Their sales staff is the best in the industry as you can always count on them to provide excellent customer service.”

WHERE SALES REALLY IS A TEAM

“We’re the place where everybody knows your name.”

“First off, what should we call you?”

“Growing up, we both always called me Tommy (and still do), my wife calls me Tom, but everybody else calls me TZ or TZ.”

An imposing figure in any trade show crowd with his tall stature, closely cropped white hair and usual attire of head-to-toe Two’s Company whites. TZ has headed up sales for the last 24 years, leading the transition from an independent rep sales force to an in-house dedicated team of 90. He is seemingly always on the road, at a show, an account or even commuting from his Long Island home to company headquarters in Westchester County, NY. And he knows how to sell.

SHARE BEST PRACTICES. TELL US ABOUT IT.

“WAS SELLING IN YOUR BLOOD?”

“My dad was a peddler and I remember helping him set up at the old Buffalo, N.Y. Statler Hilton. I come from a long line of sales people. I suppose it’s in our blood. But I’ve never gotten out of bed one day to make a buck. I do it to help retailers grow their business, earn a profit and have a few bucks along the way. I bring my happiness with me every day.”

“WAS YOUR COMPANY SELLING IN 2016?”

“We have three ways to sell: at shows, on the road and online. Here’s the anatomy of a Two’s Company sale: identify their best sellers, help a store with their merchandising by sharing success stories and get involved in training the retail staff. The important thing we try to remember is that we are not calling on buyers, we are calling on store owners and their first priority is how to make a profit. We feel a responsibility to customize every sale to each consumer’s needs.”

“TWO’S COMPANY HAS STARTED AN ALLIANCE GROUP – A PLACE TO SHARE BEST PRACTICES. TELL US ABOUT IT.”

“We started it in 2016 with the Northeast. added another in the Southeast, with more to follow. The members enter all their financial information into a secure database so they can compare confidentially how they are doing versus others with real data and not anecdotes. The group, now good friends/advisors to each other, meet 2 or 3 times annually. They share and learn how to be better and grow their business. For us, we love the fact that we found another way to support our customer.”
Whether you’re in Dallas, Atlanta, Los Angeles or the halls of the Javits Center in New York City, there is one streetscape you can always recognize: The Two's Company show space. The company has made it one of its signatures, accompanying the great products with a vast array of compelling hospitality including an energetic sales team dressed in their easy-to-spot white attire, endless supplies of their world-renowned black tote bags, freshly baked cookies and a sea of bottled water. Their success in creating amazingly detailed storylines surrounding new products at both permanent showrooms and temporary booths has been an inspiration to the entire industry for five decades.

The Street of Shops, as the company calls it, changes every season and can range from an Elvis-inspired Tiki Bar to an actual hippie-dippie full-size VW van filled with great products to a vintage barbershop ready for its next customer.

The Two's Company show spaces garner the best accolades any company could hope for: Awards in design competitions…and the order-writing attention of its customers.
Celebrating Two’s Company 50 Years of Style, Passion, & Family

TALKING TWO’S WITH FAMILY & FRIENDS

Mackenzie Farquer
Lockwood, Queens, NY
One season, Two’s came out with a macaron collection, and it changed my life. I purchased their macaron trinket boxes, and very soon after, we were able to have it featured on a prominent wedding blog and Martha Stewart Weddings! Sales came pouring in and I couldn’t order them fast enough! We ran out of places to put them. We sold so many, that we got an order for them just last night.

J. Lamancuso
HELLO WORLD
As a small retailer, we have been privileged to be customers of Two’s Company for 15+ years. It is obvious that Bobbie and Tom understand the importance of building strong relationships with their retailers. This shows through in everything they do and their great sales team and support staff. We were honored to be included in the Two’s Company Northeast Region Gift Alliance. The Alliance has been a great tool for us to stay current in an ever-changing and extremely challenging retail environment.

Frank Joens
General Manager LA Mart
Consistently I revel in the fact that there are always “ooohs” and “aaahs” from registering buyers and designers as they gaze over to the beautiful Two’s Company showroom. For decades, they have been a constant in being an active participant of the LA Mart community. They are true partners with the LA Mart in so many ways.

I. Lamancuso
HELLO WORLD

Lisa Newman Paratore
Homestyle, Providence, RI
My favorite experience with Two’s Company was visiting the home office and distribution center in Elmsford. Seeing the people who are making it happen in real time gave me an appreciation for the authentic heart that is put into the business. From the leadership team to the design team to the staff that manages the day-to-day operation of the company, Two’s Company has attracted and retained top talent. My sales rep Ellen has taken tremendous care of my account for over a decade. She is a gem.

Kellee Twaddle
Rose and Dove, North Andover, MA
I love how on-trend Two’s Company products have been. When creating product they really pay attention to quality product that tells a story.

Donna Scoriels
Regional Sales Leader, Two’s Company
One of the many things that makes Two’s so unique is that it’s a family owned business. One memory that speaks volumes is Hurricane Katrina, which devastated my territory. The Two’s family stepped up to the plate to help me and my customers. To this day, my customers still remember how Two’s was there to keep them in business.

Tom A. Kornreich
Marsh & McLennan, NY
I have known the Gottesman family for over 50 years and worked professionally with them for over 30. In fact, I vividly remember playing with some of their first products — the oversized Heme Ketchup, Chiquita Bananas and other products in the late 60’s. Two’s Company as a whole, inspires leadership within their staff and also with the local and greater community, devoting their time, considerable resources and talents to numerous, diverse nonprofit organizations and causes. The Two’s culture promotes and rewards critical, outside-the-box thinking, which I believe is at the foundation of their success. It is no surprise that Two’s has prospered for so long.

Amanda Thomley Marsh
Western Regional Sales Director, Two’s Company
My first memory of Two’s Company began years ago while attending the Atlanta Gift Show: I was tagging along for a buying trip… I left with a warm chocolate chip cookie and a black Two’s bag on my shoulder. I was happy, but couldn’t seem to forget the meticulously displayed showroom and room after room of on-trend product (that I wanted)! It was many years later that I found my way “home” to Two’s Company and for that I am forever grateful. To me, our competitive advantage is our product and the people. We are family owned and I am thankful that 50 years later it still feels that way.

Cindy Morris
CEO, Dallas Market Center
I’ve known the leadership at Two’s Company for over 2 decades. Their passion has always been driven by being customer-centric, whether by hosting events for them to explore and exchange ideas, or by creating vignettes full of merchandising ideas. On behalf of Dallas Market Center, another family owned business, I salute the Two’s Company family.

Tom Gottlieb.

Ann Cantrell
Annie’s Blue Ribbon General Store, Brooklyn, NY
Some of my favorite memories of Two’s Company are working with my rep, Fern. We’ve been working together for over 10 years and, without a doubt, she knows my business better than any rep out there. She is thoughtful in her suggestions, always mentions top sellers even if they won’t work for our shop. But most importantly, I look forward to my time with Fern reviewing new Two’s products and laughing together about life and business and having fun each step of the way. When I think about longevity of the Two’s brand I think about its ability to always innovate and bring to life amazing stories through clever product development.

Isabel Harvey, Wellesley, MA
Two’s Company has an OUTSTANDING customer service team. Any problems we have they handle it without hesitation! My Rep, Chris is amazing. Thanks for 50 years of greatness! We would be lost without your cool and creative energy!

Jeff Wild
Annie’s Blue Ribbon General Store, Brooklyn, NY
Thanks for 50 years of greatness! We would be lost without your cool and creative energy!

Farquer
Mackenzie Farquer
Lockwood, Queens, NY
One season, Two’s came out with a macaron collection, and it changed my life. I purchased their macaron trinket boxes, and very soon after, we were able to have it featured on a prominent wedding blog and Martha Stewart Weddings! Sales came pouring in and I couldn’t order them fast enough! We ran out of places to put them. We sold so many, that we got an order for them just last night.

Lisa Newman Paratore
Homestyle, Providence, RI
My favorite experience with Two’s Company was visiting the home office and distribution center in Elmsford. Seeing the people who are making it happen in real time gave me an appreciation for the authentic heart that is put into the business. From the leadership team to the design team to the staff that manages the day-to-day operation of the company, Two’s Company has attracted and retained top talent. My sales rep Ellen has taken tremendous care of my account for over a decade. She is a gem.

Kimberly Kissam
Isabel Harvey, Wellesley, MA
Two’s Company has an OUTSTANDING customer service team. Any problems we have they handle it without hesitation! My Rep, Chris is amazing. Thanks for 50 years of greatness! We would be lost without your cool and creative energy!

Frank Joens
General Manager LA Mart
Consistently I revel in the fact that there are always “ooohs” and “aaahs” from registering buyers and designers as they gaze over to the beautiful Two’s Company showroom. For decades, they have been a constant in being an active participant of the LA Mart community. They are true partners with the LA Mart in so many ways.

Jean Charles Chappuis
Asiatides, Paris France
On the 50th anniversary of Two’s Company only one word comes to my mind: Admiration! Admiration for Bobbie, an extraordinary lady loved and respected by the trade who created the company; admiration for a brand that constantly renews itself to stay attractive and desirable; admiration for an exceptionally faithful team, supporting the values of the company; admiration for the respect and love received from the suppliers everywhere in the world; admiration for the respect customers are enjoying. But nothing could have stayed so long, so strong, so enthusiastic without the generosity and the talent of the new generation represented by Tom Gottlieb.

Ann Cantrell
Annie’s Blue Ribbon General Store, Brooklyn, NY
Some of my favorite memories of Two’s Company are working with my rep, Fern. We’ve been working together for over 10 years and, without a doubt, she knows my business better than any rep out there. She is thoughtful in her suggestions, always mentions top sellers even if they won’t work for our shop. But most importantly, I look forward to my time with Fern reviewing new Two’s products and laughing together about life and business and having fun each step of the way. When I think about longevity of the Two’s brand I think about its ability to always innovate and bring to life amazing stories through clever product development.

Donna Scoriels
Regional Sales Leader, Two’s Company
One of the many things that makes Two’s so unique is that it’s a family owned business. One memory that speaks volumes is Hurricane Katrina, which devastated my territory. The Two’s family stepped up to the plate to help me and my customers. To this day, my customers still remember how Two’s was there to keep them in business.

Frank Joens
General Manager LA Mart
Consistently I revel in the fact that there are always “ooohs” and “aaahs” from registering buyers and designers as they gaze over to the beautiful Two’s Company showroom. For decades, they have been a constant in being an active participant of the LA Mart community. They are true partners with the LA Mart in so many ways.

Kellee Twaddle
Rose and Dove, North Andover, MA
I love how on-trend Two’s Company products have been. When creating product they really pay attention to quality product that tells a story.

Amanda Thomley Marsh
Western Regional Sales Director, Two’s Company
My first memory of Two’s Company began years ago while attending the Atlanta Gift Show: I was tagging along for a buying trip… I left with a warm chocolate chip cookie and a black Two’s bag on my shoulder. I was happy, but couldn’t seem to forget the meticulously displayed showroom and room after room of on-trend product (that I wanted)! It was many years later that I found my way “home” to Two’s Company and for that I am forever grateful. To me, our competitive advantage is our product and the people. We are family owned and I am thankful that 50 years later it still feels that way.

Cindy Morris
CEO, Dallas Market Center
I’ve known the leadership at Two’s Company for over 2 decades. Their passion has always been driven by being customer-centric, whether by hosting events for them to explore and exchange ideas, or by creating vignettes full of merchandising ideas. On behalf of Dallas Market Center, another family owned business, I salute the Two’s Company family.
Turning ideas into reality – and then making sure customers learn about these products through the Two’s Company catalogs and marketing channels – is a big part of Marla Marcus’ job as the Vice President of Creative and Product Management. But there’s a lot more to what she does to make it all happen…

TWO’S COMPANY HAS 4 DIVISIONS AND SO MANY DIFFERENT PRODUCT CATEGORIES. HOW DO YOU MAKE IT ALL HAPPEN?

Teamwork!!! We have an amazing Creative & Product Team in Elmsford who is passionate about Two’s…everyone is creative, innovative, resourceful, flexible, diligent, committed, and great at juggling many projects at one time. Each person takes the utmost pride in what they do, and I think it shows. We also have wonderful partnerships with over 300 artisans and factories worldwide that support us in producing our designs. It is the collaboration of our in-house team with our outside partners that gives us the ability to bring to market a wide range of products.

HOW LONG DOES IT TAKE TO GET A COLLECTION OR PRODUCT TO MARKET?

We have 5 major launches per year, totaling 20 catalogs and over 1,200 new products. The full process including trend boards, brainstorming ideas, artwork development, sampling and costing, packaging and catalog production for a launch could take anywhere from 9 to 12 months. But it is not unheard of for us to create and add a new product into the line in 2 weeks when needed to stay on top of the latest trends in the market. This is where flexibility comes into play. And the magic, of course!

WHAT MAKES FOR A GREAT TWO’S COMPANY PRODUCT?

Style and Smile!

When we brainstorm, we bring it all to the table…no idea is off limits. As the design process moves along, the ideas take shape, both literally and figuratively. At product reviews, we ask ourselves…

Style…is it well-designed, unique, on-trend, and have the brand’s sensibility?

Smile…does it have that little extra something that makes it irresistible?

Critical to the mix is price point and quality. They provide the value that bring success to our customers.

AND NOW YOU’RE DOING SO MANY THINGS AT TWO’S.

It has been an amazing journey. From packaging designer to vice president, from a one person “art” department, me, to managing a team of over 30. I have been given the opportunity to develop the department and an incredible team along the way, totally integrating product design, packaging design, sourcing, in-house photography, catalog design, website, social media and corporate graphic services. It is not always easy, as there is a tremendous amount of pressure to get it all done. But I wouldn’t have it any other way!

WITH SO MANY PRODUCTS, ARE THERE ANY FAVORITE ITEMS OVER THE YEARS?

Well, the best sellers, of course. It really is hard to pick favorites as the products are our “babies” and we love so many of them. Even though I have been doing this for a long time now, I still get excited when I walk into a store and see our products. I usually snap a shot and send it to the designer who worked on it. There is a great feeling of pride and accomplishment when we see our products come to life out there in the world.

THE STEPS OF MAKING A GREAT PRODUCT

It all begins with a great idea

1. TRENDS

Through research, travel, past successes and focus groups a trend is identified.

2. COLORS, MATERIALS & PRODUCT TYPES

that best match the story are reviewed and selected.

3. ART IS DEVELOPED

and reviewed by team for approval.

4. PRODUCT DESIGN IS CREATED

and sent to a predetermined manufacturer.

5. PACKAGING

is created to ensure that we add that extra sparkle and smile to each product.

6. PRICING AND QUALITY REVIEW

The development team reviews all details about the product to be sure it can satisfy our customers’ needs including everything from pricing to safety.

7. PRODUCT APPROVED

and ordered, then handed off to our photography and catalog team to inspire our sales staff and customers.
MEET THE TWO’S COMPANY
FAMILY OF BRANDS

From its humble beginnings a half-century ago as an item-driven novelty supplier, Two’s Company has expanded into a full line gift and home décor resource, with offerings across a wide spectrum of design aesthetics and influences.

Today there are four brands that reflect the face and texture of the business, all the while adhering to the Two’s DNA of creativity, style, design and quality.

GREAT GIFTS
Our signature brand, Two’s Company is a total gift and lifestyle collection celebrating the latest trends of today. From entertaining to home décor, each look encompasses a wide variety of products featuring photo frames, candles, trays, bags and much more. Our designs are crafted in a wide spectrum of materials including porcelain, silver plate, cotton, wood and glass. And many of our items are hand crafted and packaged, making the perfect memorable gift.

DECORATIVE ACCESSORIES
Inspired by centuries of arts and crafts from around the world, Tozai Home brings you the best in home décor. From Paris to Bangkok, London to New York, our collection features contemporary adaptions in design with a distinctive style. Our focus has always been on sustaining and celebrating some of the world’s oldest crafts. Many of our products from hand-painted porcelain vases to mosaic lacquerware trays, from hand-carved wood mirrors to inlaid bone boxes are created by artisans working in small studios. Each story that we tell includes items with integrity in design and our commitment to the highest quality that will be enjoyed and treasured in homes for decades to come.

YOUNG AT HEART GIFTS
There is nothing better in life than bringing a smile and happiness to a friend or loved one. Through innovative products with great packaging, Cupcakes and Cartwheels creates the perfect gifts. Come play with us and discover the joy of dreaming as you tour the collection. You are sure to discover happy and colorful products, all designed around popular themes and focused on celebrating all that is young. Whether a playful, quizzical, or spirited design, you can be sure to find it at Cupcakes & Cartwheels!

FASHION ACCESSORIES
Being fashion forward and radiating style has never been easier! 2 Chic brings you an endless selection of fashion statement pieces like scarves and shawls, and great jewelry that will keep you on trend. Each season’s offerings include a wide variety of looks featuring super-soft fabrics and fine materials. 2 Chic not only looks good but also feels good. With four new product introductions each year, we cover every season. Inspired by global trends and high fashion themes, from Resort Wear to High Glam, you are sure to find what fits every taste and style.
Celebrating Two’s Company 50 Years of Style, Passion, & Family

50 YEARS OF BEST SELLERS

IT ALL STARTED WITH A GIANT KETCHUP BOTTLE.

The Two’s Company story is familiar to those who have both worked at or have done business with the company over its five decades. It’s also familiar to any entrepreneurial enterprise that started with a crazy idea, unlimited passion and energy and the sense that anything was possible.

Fifty years ago Bob and Bobbie Gottlieb knew they needed something clever, something different, and something very saleable on which to build their nascent business around.

The oft-told story has Bob Gottlieb returning home from a visit to a local store and returning with a giant inflatable display prop he saw. Why couldn’t he and Bobbie develop an entire line around this theme and sell it to local gift stores? The craze was pop art—think Andy Warhol soup cans. Wouldn’t a lot of teenagers love to have giant replicas of their favorite brands?

It wasn’t quite that easy but, in fact, the idea worked. Two’s Company – originally called Two Plus Three to reflect the Gottliebs’ two parents and three young boys – was off to the gift races. Over the next five decades, the company was remarkable in its ability to bob and weave with the latest trends, moving far beyond giant inflatables into all manner of objects and materials.

Not everything was a success but their track record was better than most. Whether it was picture frames, vases, acrylic what-have-yous, totes or later, fashion accessories, Two’s developed a reputation for being trend-right and able to craft a story around its products that took the business from item-driven to one focused on entire coordinated assortments.

Nevertheless, certain items stand out over the years and on the following pages you’ll find some of the most memorable – and let’s not forget best-selling – products from the first five decades of Two’s Company.

The first decade for Two’s Company was a crazy one, almost as if our country and our people were ready to express themselves in some new and very big ways. Politically, it was a time of Watergate and let’s not forget those long gas lines at the pumps. Culturally things were exploding. We saw Andy Warhol with his famous Campbell Soup Cans, disco balls, Pop Art in all kinds of shapes and all kinds of oversized sculptures like the giant Hamburger by Claus Oldenburg. Two’s rode along with the trends, developing some great products, from pop art consumer goods and food inflatables to the development of more than 1,000 useful products made from a new material called Acrylic. Crazy indeed.

50 YEARS OF BEST SELLERS

#101 Diet Pepsi inflatable, 1970
#2473 A La Cart Napkin/Flower Holder, 1978. STIL AVAILABE TODAY
#1723/81570 Acrylic Envelope Letter Holder, 1975
#110 Scotch Inflatable Bottle, 1970

TWO PLUS THREE, INC.
The new decade saw the emergence of the Baby Boomers as the dominant players on just about everything that was going on. The country was enamored with what the stars were doing and we even elected one as President, Ronald Reagan. In the emerging world of videos, people were thrilled by Michael Jackson, while on TV, hit shows like Cheers and Seinfeld kept us entertained and smiling. Two’s realized that people loved to buy things that made them smile too. It was all about items and the Two’s new products reflected that, with many items that put a happy face on the day.

#2199 Wallflower, 1987 STILL AVAILABLE TODAY  |  #2560 Tulip Lights, 1986  |  #1202 It’s a lock Combination Lock, 1988
# 2540 Flashing Apron, 1985

The Internet was born, Bill Clinton was elected President, everyone was going natural and organic, John Glenn was going back to space and The Simpsons – both OJ and Homer – dominated TV. The economy was strong and people were spending a lot on building new homes and buying everything. Two’s decided to develop a lifestyle brand to include many different looks and product categories. They expanded way beyond gift, introducing natural products to reflect the burgeoning eco movement and a new division, Tozai Home, serving decorators and home designers.

#3661 Seashell Photo Frame, 1994  |  #BWF142 Blue and White Porcelain Collection, #4169, 1996
Plaza Set of 5 Vases, 1993 STILL AVAILABLE TODAY  |  #3140 Needlepoint Pillow, 1991

Celebrating Two’s Company
THE 2000’S

The new Millennium saw Tiger Woods dominating golf and Apple introducing a new device called an iPhone. But it was also a time when the world faced many new challenges and people began to spend more time in their homes and “nesting” was becoming more popular. This focus on home, bath and body was reflected in new Two’s offerings, including an expanded personal care line, home care and more frames of all types.

THE TENS

Marked by a much more technology-driven world and the rise of social media, this current decade has seen Americans focusing on themselves, their image and personal purchases. The invention – and incredible rise – of the Selfie created the need to look good for the camera and Two’s responded with a broad range of fashion accessories with the 2 Chic line. At the same time, there was a continuing expansion and enhancement in all of the Two’s divisions with more looks, more fun, decorative accessories and kids products. With its product offerings reaching unprecedented levels of depth and assortment, Two’s Company gets ready for its sixth decade.

#MIN100 S/10 Hinged Flower Vases, 2015
It’s about time…at least it was this past Halloween when Two’s Company staffers created a Time Machine in honor of the company’s 50th Anniversary. An annual event, the costume contest took on a special twist this year courtesy of a Time Machine led by the Two’s Mad Product Scientist. Team members dressed up as some of the company’s greatest hits over the past half-century, celebrating five decades of creativity and inspiration. Needless to say, a good time was had by all.
“I guess you could say I’m a maximalist. I try hard to control it but that’s who I am.” For Bobbie Gottlieb, being someone who loves objects around her homes is made all that much easier when you’re the head of Two’s Company. “I’m really lucky, I have a warehouse full of 3,000 products I can choose from. It’s hard to find an empty inch of horizontal surface in my homes that isn’t always filled.”

Bobbie invited us into her homes, a house overlooking Long Island Sound in the New York City suburb of Rye, NY and an apartment overlooking New York City’s Central Park. And while she says each is very different, they are both as much testing laboratories for the company’s products as they are where she lives. And they share certain characteristics.

“Both look out over nature and the environment and the outside really reflects how I decorate each inside.”

While the New York City space is a dramatic loft space, it is classically decorated to reflect the more formal style of city life.

Rye is more casual and is where Bobbie changes the decor to reflect the seasons. “In the winter, when it’s grey and bleak outside, I go with a lot of color. In the summer, when the water outside is blue and the flowers are blooming, I want white inside.”

One more thing they have in common: “They are both the backdrop for family and entertaining. They reflect all the special things that have happened in my life.”
Bobbie Gottlieb studied music at the La Guardia High School of Music and Art. After receiving her Bachelors degree at Cornell, she worked as Production Assistant on the Ed Sullivan and Jackie Gleason TV shows. Nevertheless, she will be the first to tell you that she was “unprepared for a career in business.” That all changed pretty quickly with the founding of Two Plus Three (which later became Two’s Company) and her eventual role leading the company after the death of her husband Bob.

Through the past five decades Bobbie has proven to be every bit as good on the numbers as the designs, a unique left brain/right brain combination that rarely exists. Two’s Company has been more than a job for her… it has been an endless and renewable source of happiness.

Here are ten favorite things she shared that inspire and make her smile.

1. Working with, and being inspired by, creative, talented people. I love exploring new places, museums, stores, food and, best of all, new ideas.
2. Transforming my homes, which are works in progress, each season with slipcovers and accessories from travel and Two’s.
3. Our living room wall of family photos in Two’s Company acrylic box frames documenting travel, family and special moments.
4. Green Pentel pens… my signature color with which I’ve left my mark on memos, notes and the occasional white blouse.
5. Walking my Havanese named Tiger in Central Park… a tiny dog with a big personality.
6. Fresh flowers from my garden in Two’s tall stem vases, a decades-old classic and still a favorite of John Saladino and other prominent designers.
7. The vitality, color and energy of Kusama’s art.
8. Expanding my scarf collection from Tokyo to Bhutan… and from Etro to 2 Chic.
10. Breakfast in bed and watching Fareed Zakaria until noon on Sunday mornings.
WE COULD NOT DO IT WITHOUT YOU!

Thank you for many decades of support and your sponsorship of this publication.

OUR TRADE SHOW PARTNERS
SETTING THE STAGE FOR US ALL TO MEET AND DISPLAY WHAT WE DO.

Atlanta Americas Mart
Dallas Market Center
NY NOW Emerald Exhibitions
L.A. Mart

FINANCIAL AND SERVICE PROVIDERS

SUPER BIG THANK YOU!
Ace IT Solutions
ADP
Anchin, Block and Anchin
Emun Works
IP Morgan Chase
Marsh & McLennan Agency
O.T. Delivery Systems
UPS
UTC Overseas, Inc.

REALLY BIG THANK YOU!
CBS, A Xerox Company
Claddagh Trucking Co.
Clean Air Quality Service
Jackson Lewis LLP
Levison Berger LLP
Morgan Stanley
Richard Bauer & Co
Salon Marrow Dyckman Newman & Broudy LLC
Supply One New York
Unique Logistics
World Call Telecommunications

SO APPRECIATIVE THANK YOU!
A-Perfect Electric
Arijay Company
Concorde Personnel
Com’s Cordless
Crown Products
Cap A Joe Coffee Solutions
Fleetwood Lock & Alarm Co.
Magnum Steel Equipment System
Martell Landscaping Services
Owens Truckmen
Paradigm Marketing Enterprises
Prudential Insurance
Regina Business Forms
Sterling National Bank
Uline Business Supplies
Warehouse Solutions Inc.
Western Pest Services

Thank you to the team at Gifts & Decorative Accessories! With the encouragement of both Warren Shoulberg and Nancy Wolkow, we embarked on an amazing experience turning back 50 years or pages in our history.

THANK YOU!

Staff

We have always asked what qualities we should aspire to in order to be the best company we can be. About 20 years ago, we asked our management team to develop these and they came up with 7 core values. They are a Can Do Attitude, Collaboration, Commitment, Drive to be Better, Seeing the Big Picture, Winning Spirit and Innovation. In a short time, these values took a life of their own and became the DNA of our culture. We see them exhibited almost every day and for that, we are so thankful. Over these past 5 decades, we have been blessed to work with so many talented people. Some in fact invested over 40 years at Two’s, others 30 and many many over 20 years. Today, we remain so proud of our team and all of their accomplishments. Thank you for all that you do and how inspiring, supportive and caring you are to each other, our vendors, our partners and our customers.

Family

Sometimes we look too far to recognize the good things in life when often they are sitting right in front of us. Many of us at Two’s have invested endless hours for Two’s Company. We must send a special thank you to all the families of our staff for supporting and sharing their mom or dad, wife or husband, sister or brother. For Bobbie and me, our spouses and kids have been amazing in understanding our dedication to Two’s Company. They have shown patience and tolerance for our business distractions, allowing us to travel and even miss some special moments and occasions. To Jill, Robbie, Jennifer, Dana we send many hugs of gratitude. To Jon and Steve thank you for always understanding, and always being there for us.

CUSTOMERS

Without our extraordinary customers believing and investing in us, it would be all for nothing. Many of you have been buying from us for over 20 and 30 years. That is truly amazing. It is hard to express how grateful we are for the Two’s Company customer community. Your enthusiasm and loyalty to our brand is our source of energy and innovation. Your love of Two’s makes it fun to create amazing products. Your dedication to our road sales team keeps them inspired to support you in all different ways every day. Your visits to our trade shows keeps us motivated to build award-winning displays. We are awed by your expertise of retailers and thank you for being a Two’s Company Fan and Customer.

Cheers to you! We feel so fortunate over the years to have engaged an extremely talented group of people and companies to counsel, advise and support our efforts. You are one of our most important assets. We are proud to say that we have known many of you for over 25 years, and some for an incredibly impressive 40 years. We are so happy to have each of you as part of the Two’s Company family.

Your expertise, knowledge, unlimited commitment and dedication to our team 24/7 is what has helped to make us so strong for these 50 years. We thank you from the bottom of our hearts for always going above and beyond for the Two’s Company family. And for those who have helped to support this publication, we thank you again for believing and investing in us. We look forward to many more years working together.

PARCELS

We have always asked what qualities we should aspire to in order to be the best company we can be. About 20 years ago, we asked our management team to develop these and they came up with 7 core values. They are a Can Do Attitude, Collaboration, Commitment, Drive to be Better, Seeing the Big Picture, Winning Spirit and Innovation. In a short time, these values took a life of their own and became the DNA of our culture. We see them exhibited almost every day and for that, we are so thankful. Over these past 5 decades, we have been blessed to work with so many talented people. Some in fact invested over 40 years at Two’s, others 30 and many many over 20 years. Today, we remain so proud of our team and all of their accomplishments. Thank you for all that you do and how inspiring, supportive and caring you are to each other, our vendors, our partners and our customers.

FAMILY

Sometimes we look too far to recognize the good things in life when often they are sitting right in front of us. Many of us at Two’s have invested endless hours for Two’s Company. We must send a special thank you to all the families of our staff for supporting and sharing their mom or dad, wife or husband, sister or brother. For Bobbie and me, our spouses and kids have been amazing in understanding our dedication to Two’s Company. They have shown patience and tolerance for our business distractions, allowing us to travel and even miss some special moments and occasions. To Jill, Robbie, Jennifer, Dana we send many hugs of gratitude. To Jon and Steve thank you for always understanding, and always being there for us.

CUSTOMERS

Without our extraordinary customers believing and investing in us, it would be all for nothing. Many of you have been buying from us for over 20 and 30 years. That is truly amazing. It is hard to express how grateful we are for the Two’s Company customer community. Your enthusiasm and loyalty to our brand is our source of energy and innovation. Your love of Two’s makes it fun to create amazing products. Your dedication to our road sales team keeps them inspired to support you in all different ways every day. Your visits to our trade shows keeps us motivated to build award-winning displays. We are awed by your expertise of retailers and thank you for being a Two’s Company Fan and Customer.

Cheers to you! We feel so fortunate over the years to have engaged an extremely talented group of people and companies to counsel, advise and support our efforts. You are one of our most important assets. We are proud to say that we have known many of you for over 25 years, and some for an incredibly impressive 40 years. We are so happy to have each of you as part of the Two’s Company family.

Your expertise, knowledge, unlimited commitment and dedication to our team 24/7 is what has helped to make us so strong for these 50 years. We thank you from the bottom of our hearts for always going above and beyond for the Two’s Company family. And for those who have helped to support this publication, we thank you again for believing and investing in us. We look forward to many more years working together.

PARCELS

We have always asked what qualities we should aspire to in order to be the best company we can be. About 20 years ago, we asked our management team to develop these and they came up with 7 core values. They are a Can Do Attitude, Collaboration, Commitment, Drive to be Better, Seeing the Big Picture, Winning Spirit and Innovation. In a short time, these values took a life of their own and became the DNA of our culture. We see them exhibited almost every day and for that, we are so thankful. Over these past 5 decades, we have been blessed to work with so many talented people. Some in fact invested over 40 years at Two’s, others 30 and many many over 20 years. Today, we remain so proud of our team and all of their accomplishments. Thank you for all that you do and how inspiring, supportive and caring you are to each other, our vendors, our partners and our customers.

FAMILY

Sometimes we look too far to recognize the good things in life when often they are sitting right in front of us. Many of us at Two’s have invested endless hours for Two’s Company. We must send a special thank you to all the families of our staff for supporting and sharing their mom or dad, wife or husband, sister or brother. For Bobbie and me, our spouses and kids have been amazing in understanding our dedication to Two’s Company. They have shown patience and tolerance for our business distractions, allowing us to travel and even miss some special moments and occasions. To Jill, Robbie, Jennifer, Dana we send many hugs of gratitude. To Jon and Steve thank you for always understanding, and always being there for us.

CUSTOMERS

Without our extraordinary customers believing and investing in us, it would be all for nothing. Many of you have been buying from us for over 20 and 30 years. That is truly amazing. It is hard to express how grateful we are for the Two’s Company customer community. Your enthusiasm and loyalty to our brand is our source of energy and innovation. Your love of Two’s makes it fun to create amazing products. Your dedication to our road sales team keeps them inspired to support you in all different ways every day. Your visits to our trade shows keeps us motivated to build award-winning displays. We are awed by your expertise of retailers and thank you for being a Two’s Company Fan and Customer.

Cheers to you! We feel so fortunate over the years to have engaged an extremely talented group of people and companies to counsel, advise and support our efforts. You are one of our most important assets. We are proud to say that we have known many of you for over 25 years, and some for an incredibly impressive 40 years. We are so happy to have each of you as part of the Two’s Company family.

Your expertise, knowledge, unlimited commitment and dedication to our team 24/7 is what has helped to make us so strong for these 50 years. We thank you from the bottom of our hearts for always going above and beyond for the Two’s Company family. And for those who have helped to support this publication, we thank you again for believing and investing in us. We look forward to many more years working together.

34 Celebrating Two’s Company
50 Years of Style, Passion, & Family 35
2.5 MILLION TWO’S BAGS HANDED OUT TO DATE...

WEAR & SHARE
#twosbag
#twos50th
@twoscompany