



Email info@PIAproducts.com  
Website PIAproducts.com

FOR IMMEDIATE RELEASE  
May 14, 2021

## PIA PRODUCTS

### Industry Veteran joins PIA Products

May 14, 2021– [PIA Products](#) announces the addition of Keitha Mc Bride to the senior management team. McBride brings more than 25 years of experience, having previously held key positions with Dave & Buster’s, Redemption Plus, and BMI. She will lead the continued expansion of the Entertainment and Amusement division, focusing on developing new product relationships in the Family Entertainment Center, Crane & Merchandiser, and Theme Park channels.

*For years, there had been a void in the prize supply side of the industry for higher end products. As a former buyer, I was always surprised at the lack of reliable sources for retail & branded items that could be used as Prizes, Incentives & Awards. For most, the only options available are big box retailers like Wal-Mart and Best Buy, or e commerce outlets like Amazon. Unfortunately, this is neither cost effective or efficient for those in our industry. This underserved niche, yet vital segment of a prize program, which does drive incremental profitable revenue, is finally being addressed by [PIA Products](#). I’m really excited to join this team, and introduce this amazing product line to all my friends and partners in the industry. – [Keitha McBride](#)*

McBride can be reached at [KMcBride@PIAProducts.com](mailto:KMcBride@PIAProducts.com) and [817.807.7719](tel:817.807.7719)

[PIA Products](#) which was established in 2014 successfully distributes premium branded merchandise to North American specialty markets providing products for incentive programs including prize, reward, fundraising, safety, and loyalty redemption.

*We’ve had some great success with key partners over the last several years. Data and feedback from our customers illustrate the changing demands of the end-user. The*



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*consumer, aka player of today, regardless of age, is demanding a higher quality prize. Gone are the days of tchotchkes and off brands. In the age of I-phones and X-boxes, people not only want, but expect more value. The prize selection offered by a facility is a direct reflection and representation of the entire operation's commitment to their product, service, and overall desired customer experience. We're looking forward to adding Keitha to our executive team, while continuing to grow this segment of the industry as we project demand for retail products will continue to increase as the market exits and rebounds from the Covid pandemic. - Mark Hollywood*

With a continually updating product line, focused on successful retail items, and current trends, [PIA Products](#) offers over 7500 unique skus from more than 250 manufacturers, providing superior sales, customer service, and flexible solutions. The [PIA Products](#) intuitive website offers secure portals for customized prize and purchasing programs, allowing authorized buyers to shop from approved items by respective ticket value. With distribution centers optimally located, [PIA Products](#) can ship 96.5% of the USA in 3 days or less.

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