

The Wahconah Group Appoints Input Group North America as Agency of Record for Global Experiential Marketing, Brand-funded Events and Promotions

NEW YORK and CLEVELAND, Aug. 14, 2013 [PRNewswire/](#) -- The Wahconah Group (www.wahconahgroup.com), an international apparel company focused on the design, sourcing and manufacturing of men's apparel, including wearable electronics, has named Input Group North America (www.inputgroup.eu) as its "agency of record" for global experiential marketing, brand-funded events and promotions.

Input Group, with headquarters in Milan and Rome and offices in New York, Dallas, Los Angeles and Toronto, is one of the largest event companies in the world.

"After meeting with Input Group North America COO Dennis Gelbaum, we knew they were the ideal partner for us," said Isaac Crawford, CEO, The Wahconah Group. "Input Group isn't stuck in old traditional thinking but is hungry, creative and aggressive with a plethora of ideas and concepts – yet mindful of a budget. We look forward to working with them on our international brand launches."

The Wahconah Group was recently awarded several licensing deals for apparel by major brands including the launch of Rain, Heat & Snow™ licensed from the United States Postal Service (USPS) in a multi-year deal that was announced earlier this year. Rain, Heat & Snow™ is an all-weather line of menswear featuring advanced fabric technology and innovative design elements.

"The relationship between The Wahconah Group and Input Group North America is unique on many levels," added Mr. Gelbaum. "We are being included early on in the development process where we can help define the strategy for marketing, promotions, the use of traditional and social media, brand-funded content and multimedia and interactive events. Working together, everything we do will be focused on supporting their brands and engaging with consumers in informative and entertaining ways."

"As The Wahconah Group establishes a global market presence and increases its capacity and capabilities in servicing its customers and providing consumers with affordable, fashionable lifestyle apparel and accessories, we wanted to have a partner that was creative, aggressive and global, as well as capable of working with us in a number of areas," said Mr. Crawford. "We found Input Group North America as that innovative source to help strategize, develop, define, refine and implement our programs while willing to roll up their sleeves and provide input and direction. We did not want a firm waiting on us, but one that would jump in working side by side with us for mutual success. We welcome them as a partner."

The Wahconah Group was founded in 2011 and has developed a multiple lifestyle brand strategy that includes licensed brands, introduction of its own brands, tailored clothing with a focus on men's apparel and private labeling/contract manufacturing. It is focused on the expansion and growth of its domestic manufacturing capabilities and creating a "Made in America" network.

Input Group integrates entertainment and interactive multimedia experiences with marketing strategies generating engagement and conversation that lasts well beyond the event. Input Group is focused on creating, producing and managing corporate, consumer, PR and motivational events and interactive experiences that help its clients "Event Better" by strengthening and unleashing the power of their brands. Input Group also creates, produces and promotes social and environmental projects throughout the world, supporting many non-profit and volunteer associations.

With more than 30 years experience and an in-house staff of 100+ professionals working with the world's leading international companies, Input Group has earned 37 national and international awards including Best Event of the Year (<http://www.inputgroup.eu/awards-en-US/>) in the last five years.

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SOURCE Input Group North America
