

Promotion In Motion - History

The Promotion In Motion Companies, Inc. (PIM) is one of North America's leading manufacturers and marketers of popular brand name confections, fruit snacks, and other snack foods.

PIM was incorporated in 1980 by its current President and CEO, Michael G. Rosenberg, while still a graduate student at The Kogod School of Business at American University. Based in Closter, New Jersey with offices and manufacturing sites throughout North America and Europe, the company was named "One of the top 100 Global Confectionery Companies" by Candy Industry Magazine in 2008 & 2009.

PIM Companies first consumer product was "Annie Cookies" which Rosenberg conceived and licensed in 1981 from Columbia Pictures and based on the famed cartoon strip, Broadway show and movie. PIM co-marketed Annie Cookies in partnership with Interbake Foods and distributed the product throughout the U.S. and Canada.

In 1983, Rosenberg began to focus on the recent and fast growing U.S. consumer appetite for German gummi bears. Rosenberg approached American Greetings Corporation, Inc., which was in the early stages of developing a new license called "Care Bears". Rosenberg saw an opportunity to combine the popularity of gummi bears with the promising new characters and created Care Bears Gummi Bears. These loveable characters went on to become a merchandising juggernaut spawning a toy line, television series and more. PIM held the licensing for Care Bears Gummies from 1983-2003 selling over 100MM units and representing the longest running licensee in the Care Bears history.

This moved PIM into the confectionery arena and in 1988 PIM began developing Sour Jacks, a complicated candy whose main ingredients (acids and starches) naturally invert. Sour Jacks is one of only two such confectionery types in the world, the second being the popular Sour Patch Kids. It was launched nationwide in 1990 into movie theaters and has grown into a candy staple at concession stands, video store chains, vending machines and retail stores across the USA.

In 1996, with business growing rapidly, Rosenberg noticed a growing market for healthier snack foods, and began conceiving an idea for a fruit snack made with real fruit and fruit juices. In 1997 Rosenberg hired Dr. Basant K. Dwivedi, a product development expert with degrees in engineering, food science and chemistry. By 1998, Dwivedi and PIM had successfully developed the formula and introduced a "better-for-you" fruit snack. Confident in the products flavor and appeal, Rosenberg, approached the National Association of Grape Growers to discuss the licensing and manufacturing of their famed Welch's Brand, from which Welch's Fruit Snacks were born.

Today, Promotion In Motion is an industry leader in developing and marketing a variety of proprietary, licensed and private label brands, produced largely through its manufacturing affiliate, PIM Brands, LLC, located in Somerset, NJ, and through a network of other facilities. The company has wholly-owned subsidiaries in the U.K., Canada, Mexico and Spain and maintains offices and warehouses throughout the U.S.A., Canada and in other locations worldwide.

