



Enesco Announces Enhanced Go-to-Market Strategy – a Custom Experience for Today’s Retailers

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ITASCA, Ill.--(BUSINESS WIRE)--In January 2016, Enesco, LLC consolidated the Enesco Gift and Department 56 product divisions. *“This move has provided an exciting opportunity to align our talents and pursue a more focused product marketing strategy,”* reports Molly Kinney, former President of Department 56 and newly appointed President of the consolidated division.

In support of this consolidation of divisions, Enesco is now announcing a dynamic new realignment of its field sales organization and expansion of its sales support capabilities.

For customers of Enesco Gift, Dept 56, and Gund, the field sales realignment will better support the Company’s new product marketing strategy, provide optimal sales solutions for different levels of demand, and accommodate a broader range of retailer sales and service models and preferences. In support of both product and field sales strategies, Enesco is expanding its B2B website capabilities. This effort is strengthening the Company’s marketing reach and providing customers with even more options on how they can interact with the Company.

Enesco will also be reinforcing sales support through the addition of an expanded Inside Sales team. Positioned to support retailers both on and off-line, Enesco’s Inside Sales team is capable of servicing all types, profiles, and preferences of retailers.

“We are committed to be at the forefront of our industry in adapting to today’s retailer purchasing preferences and behaviors, and responding with new and innovative technologies,” stated Todd Mavis, the CEO of Enesco. *“Through these changes we will dramatically enhance the experience of our retail partners, helping them grow their sales and improving their profitability.”*

About Enesco

Enesco, LLC is a global leader in the gift, plush toy, and home décor industries with a portfolio that includes some of the world’s most recognizable brands including Jim Shore, Disney, Gund, Department 56, Britto and Our Name Is Mud. Serving more than 40,000 customers worldwide, the company designs, develops, and distributes consumer products to a wide variety of specialty card and gift retailers, home décor boutiques, national retail chains, and direct-to-consumer retailers. Enesco’s international headquarters is located in Itasca, Illinois with subsidiaries in the United Kingdom, France, Canada and China. Enesco serves markets operating in the Americas, Europe, Canada, Australia and Asia. Enesco employs approximately 750 associates worldwide. For more information, visit www.enesco.com. For media inquiries, contact dbernar@enesco.com

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