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Flowfold was the proud recipient of a DTAG grant in 2023/24. The funding was immensely important for us to invest in new growth opportunities across the United States, specifically recapturing areas of the West Coast.

With the generous support of the DTAG funding, we were able to design and print custom, recycled packaging. What we used previously was not retail display friendly which affected the wholesale portion of our business. We've received tremendous feedback from retailers since providing the new packaging which proudly displays a "Maine Made" badge and backstory. Wholesale revenue continues to grow with key retailers, such as L.L.Bean. They are all seeing success using the new packaging as part of their point-of-purchase strategy near the registers.

It had been a number of years since Flowfold had attended the Outdoor Retailer show, mostly because it tends to be quite cost prohibitive for small businesses. Through financial support graciously extended via DTAG we were able to make a huge comeback in the Western U.S. in 2024. Not only did we make important connections with smaller businesses in the West, we also established two key partnerships with national retailers that are sure to dramatically impact our business for years to come. Both approached us at the show purely based on a large banner we displayed advertising our Maine roots and our desire for new collaboration opportunities. Flowfold was extremely pleased with the exposure we received at this show and greatly appreciates the opportunity that DTAG provided us. For limited out of pocket cost we were able reignite our significance and relevance in the outdoor industry, while making key connections to grow our business.