



HOW A SMALL BUSINESS PARTNERS WITH ADP TOTALSOURCE TO GROW AND SCALE



Quality Logo Products turns everyday items into lasting impressions. From mugs that commemorate events, to hats that make a brand noticeable from across the room.

What started with two founders, Mike Wagner and Bret Bonnet, has grown into a 100+ employee promotional products company serving more than 1.1 million customers nationwide.

Today, with the majority of its staff working remotely, Quality Logo Products is able to manage benefits enrollment and state specific compliance across dozens of jurisdictions without ever hiring an internal HR team.

But before partnering with ADP TotalSource®, that type of scale didn't always seem possible.

BUSINESS CHALLENGES



Navigating HR without expertise.

As first time employers, the founders were suddenly responsible for payroll, compliance, tax regulations, and benefits. Without guidance, managing HR was risky and would ultimately pull focus away from growing the business.



Scaling without infrastructure.

As the company grew, so did the complexity of hiring, onboarding and managing employees across multiple states. Without proper systems in place, scaling efficiently and compliantly became harder.



Competing for talent without competitive benefits.

To attract and retain top talent, the company needed benefits that could compete with larger organizations, but didn't have access to those offerings on their own.



QUICK FACTS

Company: Quality Logo Products

Industry: Promotional Products / Branding

Employees: 100+

Headquarters: Aurora, Illinois

Solution: ADP TotalSource®

Founded: 2003

Customers Served: 1.1M+



QUALITY LOGO PRODUCTS

With the help of ADP TotalSource, the company grew to 100+ employees nationwide while providing enterprise level benefits and maintaining compliance, without the need for an in-house HR team.



THE CHALLENGE

What HR challenges do businesses face when they hire their first employee?

For Quality Logo Products, the answer felt like all of them at once.

That first hire is exciting. But it comes with a new set of responsibilities most people don't think about in those early stages of building an idea.

Mike and Bret were experts in their product, demand and customers. But compliance, payroll, tax regulations, benefits and employment law? Well, that's something they didn't know.

Mike put it best: "Small businesses don't have small business problems. They have the same problems as large organizations, just with less resources."

Without the right support, founders face a choice. Spend time becoming an HR expert, or spend time growing the business. Trying to do both usually means neither will be done well.



THE SOLUTION

So how do businesses build HR infrastructure without hiring an internal HR team?

For Mike and Bret, the answer was partnering with ADP TotalSource.

"We got to know ADP from the get go," Mike said, "It was that first employee that we hired that we just recognized that payroll wasn't easy. It wasn't as easy as selling a stress ball or a hat or a product to a customer. It required us to register with the state, required us to do some things that we just weren't comfortable with or we didn't know."

When Quality Logo partnered with ADP TotalSource, they had someone to answer all their questions. A partner to manage onboarding, compliance, benefits, payroll and support all in one place.

The founders initially started with ADP RUN to manage payroll for their earliest hires. As the business expanded and HR complexity increased, they transitioned to ADP TotalSource, giving them access to broader HR infrastructure, benefits administration and compliance support without disrupting their operations.

"They knew we had a greater need," Mike recalls, "We just didn't recognize it at the time."

It's that kind of foresight that separates a vendor from a partner. Instead of reacting to roadblocks as they popped up, ADP TotalSource helped prepare for problems before they became obstacles.



THE RESULTS

So what does the business look like today?

Quality Logo Products now employs more than 100 people across the country. That kind of expansion doesn't just increase revenue. It increases complexity, especially when it comes to compliance.

"Tax compliance is very, very difficult," Mike said. "When you have employees in different states than your home state, it makes it exponentially more difficult... It's nothing short of impossible without the partnership of ADP TotalSource."

Instead of becoming buried in administrative work, the founders were able to stay focused on the things that drive growth, like customers, product and service.

As they continue to grow, Mike and Bret don't just want to acquire new talent. They want to retain it. Their partnership with ADP TotalSource also allows them to offer benefits packages that were strong enough to compete with larger companies. Through ADP TotalSource, Quality Logo Products offers an Employee Assistance Program (EAP) that provides confidential support for employees facing personal challenges. Mike asserts that these benefits have helped to save lives in their organization. For both founders, it reinforced that supporting employees means supporting the whole person.

Bret and Mike realized that growth without structure can quickly become chaos. To scale confidently, they needed more than tools.

Mike summed it up best: "You try to hire the absolute best people to work for you. Those best people should have that expectation that you're going to deliver a great HR platform for them, make sure the taxes are done right, make sure that they're set up whether they're working from home or working in the office with the proper insurance that's required. [...] **What separates ADP TotalSource from all those others are the people. Their product is about the people.**"



KEY TAKEAWAYS

- Growing businesses need HR infrastructure long before they think they do.
- Small companies still face big company problems when it comes to compliance and workforce challenges.
- A professional employer organization (PEO) partnership provides expertise across payroll, benefits, compliance and risk.
- With the right partnership in place, founders can focus on growth and even scale.



LEARN HOW TO CONFIDENTLY GROW YOUR BUSINESS WITH ADP TOTALSOURCE®.

