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Business plan

Licensing, promo firm expands line

The company: The North American Licensing Co. is a Birmingham-based licensing sales and marketing company. It creates national branded consumer products for the college and professional-sports industry, said President Jonathan Thomas. Of its more than 200 products, its top sellers are branded television remotes and earphones with logos like the University of Michigan. These items are sold in stores including Kmart, Meijer, Borders and Best Buy.

Top names : NALC is moving into a new, 25,000-square-foot warehouse at the beginning of 2008. Thomas said they need the space because the company is soon expanding its product base from about 40 licensed universities to up to 100 of the top names in college sports.

Boosting staff: The company also is looking to build two new product lines in the next year, hoping to snag more of the consumer electronics market, Thomas said. NALC, which now has eight staff members, also



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The North American Licensing Co. sells products with college and pro sports teams' logos, including MSU ear buds.

wants to hire more people in the sales and marketing departments to handle the company's work with licensing, advertising and royalties.

On the Web : <http://nalicensing.com/>

Final word: "Students and alumni are passionate about their brands," Thomas said.