

# TWO'S COMPANY



CELEBRATING 50 YEARS OF  
STYLE, PASSION, & FAMILY

# TWO'S COMPANY

## TWO'S COMPANY... 50'S A CELEBRATION

The gift industry is rarely kind to people and companies over the long term: trends come and go, suppliers tend to burn out or just fade away and often the passing of a generation can mean the passing of the company as well.

And then there's Two Company. This year it celebrates its 50th year in business, a remarkable achievement for any modern company but a simply astonishing one for the gift business.

Through two generations and literally tens of thousands of products over these five decades Two's has taken its place as among the best companies at identifying trends, and presenting them to its customers in a creative and inspired fashion. Just as important, they have delivered them in a timely and efficient manner.

Gifts & Decorative Accessories celebrates the Two's Company anniversary this month with this special commemorative magazine, a compendium of all that's made the company so special, and why it's ready for the next half century.

*The Editors*



Bobbie and Tom Gottlieb

### 4 THE TWO IN TWO'S

Bobbie and Tom Gottlieb – mother and son – are both the literal and spiritual foundation of the company. It's a unique pairing.

### 7 WHERE IN THE WORLD IS TOM?

He may be in Elmsford, he may be in India but wherever he goes his Travel Tips are a must for the journey.

### 8 50 YEARS...AND COUNTING

It started with a giant inflatable, but over five decades, Two's Company has evolved and gone with the times to stay both relevant and successful.

### 10 SALES: IT TAKES A TEAM

As one of the few companies in the business with its own dedicated sales force led by Tom Zimmerman, Two's has developed a special perspective on what makes for a good salesperson.

### 12 STROLLING THE STREET OF SHOPS

Whether in showrooms or at shows, the famous Two's displays have become signatures of the company's ability to tell a story...and sell a product.

### 16 FRIENDS AND FAMILY

Why is Two's so good at what it does? We asked a lot of people...and got a lot of answers.

### 18 IT'S ALL ABOUT THE PRODUCT

With thousands of products introduced every year, Marla Marcus and her team have a big job...and big ideas about what the next hot thing will be.

### 20 TWO'S COMPANY PLUS

Over five decades, the company's product lines have expanded from their original giant inflatables to a full family of complementary lines, including the Two's Signature Collection, Tozai Home, Cupcakes & Cartwheels and 2 Chic.

### 22 FIVE DECADES OF BEST SELLERS

Let's go back in time and look at the Two's products that defined 50 years of trends, world events and consumer history.

### 28 THE TWO'S TIME MACHINE

Transformers have nothing on the Two's Company staff when they got into their Time Machine and morphed into some of the company's greatest hits.

### 30 BOBBIE AT HOME

We get a rare, inside look at Bobbie's homes in suburban Westchester and overlooking New York City's Central Park. We found out how she goes about decorating each. Spoiler alert: she has a big closet with 3,000 things to pick from.

### 33 BOBBIE'S FAVORITE THINGS

She says it's hard to narrow it down to ten, but here are her favorites from her travels, her business...and her life.

### 34 SPONSORS, STAFF, FAMILY AND FRIENDS

A tip of the Two's tote bag to everyone who helps to make Two's tick. And a special thanks to the many suppliers, servicing companies and vendors who helped to make this special anniversary tribute possible.

*What I've found remarkable about Bobbie and Tom is the beautiful working relationship between them. They don't always agree on strategic moves, but share mutual respect for each other and the same goal of developing a product line that emphasizes style, elegance and uniqueness, and work hard to achieve success.*

*–Stuart B. Newman, Advisor*



# THE TWO IN TWO'S COMPANY

If there was ever a business more aptly named than Two's Company, it would be hard to find. Bobbie Gottlieb and Tom Gottlieb, mother and son, are unquestionably the two of Two's, the heart of the enterprise and the people who set the tone for everything that happens at the company. However, there is also very much a Company behind them. More than 200 people are in sales, product development, design, operations and all the other moving parts of a company that, while privately owned, serves as one of the largest players in the gift and home space.

From its modern corporate offices in suburban Westchester County, NY, Bobbie and Tom direct a company that is 50 years young this year and poised to continue in its place as industry leader, innovator and creative force. In Bobbie's object-filled office, she and Tom sat down to talk about the company's origins, her taking over after the premature death of her husband, the Two's DNA, the uniqueness of the mother-and-son relationship and what the future holds for the company. As Tom will tell you, expectations always have been and always will be high.

**BOBBIE, THE BEGINNINGS OF TWO'S COMPANY WILL BE FAMILIAR TO ANYBODY WHO HAS STARTED A BUSINESS IN THIS INDUSTRY BUT CERTAINLY, YOUR CIRCUMSTANCES HAD A FEW TWISTS.**

**BG:** My husband Bob and I struggled for years. We realized that we better find a different way to make a living in order to send our three young boys to college. We were in search of an idea to develop into a business. At that time, Bob worked and traveled to Asia for an import company, and before children, I was a production assistant on the Jackie Gleason and Ed Sullivan TV shows. Our skill sets were very different. One day Bob came home carrying a giant inflatable replica of a Heinz ketchup bottle. I took one look at it and shouted "yes"! It was a humble beginning with \$5000 – our entire savings.

**FROM THE BEGINNING, YOUR SONS PLAYED A ROLE IN WHAT YOU WERE DOING, RIGHT?**

**BG:** We expected the kids to perform; it wasn't just fun and games. They always worked summers at Two's doing whatever was needed: traveling to trade shows, getting samples ready and selling at shows. The original name of the company was Two Plus Three and that represented the two of us and the three kids.

**TG:** We always thought that school was our work and Two's was the fun. So whatever we did we were excited with the responsibility. I remember when I got my driver's license. I felt empowered as I could now do what I did at shows, sell. I drove around to local shops and worked with retailers learning about their businesses and how we could help them. I knew that I could not come home without having opened at least one new account. Some nights were quite late!

**EVENTUALLY YOU CHANGED THE NAME TO TWO'S COMPANY AND STARTED TO EXPAND FROM THOSE ORIGINAL INFLATABLES INTO ALL SORTS OF LUCITE HOME AND ENTERTAINING PRODUCTS FROM PICTURE FRAMES TO BAGEL BASKETS; YOU WERE KNOWN AS THE KING OF LUCITE.**

**BG:** We were one of the first to delve into the use of Lucite, now known as acrylic. We had great fun interpreting common household products into this new and exciting material. Our culture of endless creativity was truly born here. We created hundreds of unique and original products from make-up organizers to jewelry holders, from serving bowls to cookbook holders. This was when our business was beginning to have traction. Many of our original designs are still in the market today but unfortunately, we were too young and not savvy enough to protect those designs with copyrights.

**WHAT HAPPENED NEXT THAT CHANGED EVERYTHING FOR YOU AND THE COMPANY?**

**BG:** My husband died of lung cancer when the company was nine years old. He was always number one and everyone called him Mr. Gottlieb. I was always Bobbie (short for Roberta). When he died, the banks met with me and said, "are you sure that you want to continue?" They did not hide their doubts in my ability to run the business. Somehow, I found the courage to ask them if I, the woman business owner, had died would they be having the same discussion with my husband. And that is why our success was even sweeter.

Luckily, I realized that they might have good reason to doubt me. On the recommendation of my accountant, I enrolled in a course at Harvard Business School that helped me learn to ask the right questions. I was surprised that



#1535 Toothbrush, Toothpaste, and Cup Holder Designed by Tom Gottlieb at age 12

within a year or two, I found that I loved working with the numbers as much as I did working on design and sales. The business was beginning to move into a beyond survival mode and my confidence grew.

**YOU HAVE THREE SONS BUT IT SOON BECAME APPARENT THAT ONE WAS THE RIGHT FIT.**

**BG:** From the beginning all three of the boys had an affinity for the business. But Tom seemed to be the most interested in the business. At shows he was our secret weapon: a cute boy who looked even younger than his age with extensive product knowledge who disarmed the unwitting customer and came away with big orders. He had design sense as well. When he was just 12, he designed several products one of which was a toothbrush/toothpaste and glass caddy that was very successful and featured in House Beautiful. When he was in college, he opened up a small shop on campus selling Two's products. He also had a dorm plant business, a hot trend in the 70's. At the beginning of the fall semester, he and his friends/partners traveled to schools in New England setting up on campuses and selling houseplants for students in the dorms. From his childhood, he always showed a great entrepreneurial spirit and passion for the business.

During his junior year at Tufts, he went to Taiwan to study Chinese and while he was there, we figured he could do some quality control for us with the factories we were working with. It was not easy to reject product that our small factories had spent time and effort to produce. That's where he got his grit.

When he graduated, he went to work at Bloomingdale's as an assistant buyer, where he utilized his Chinese and worked with top management at launching a storewide China country promotion. Soon after that, an opportunity availed itself to work with one of the first American companies opening an office in Beijing in 1981 when China first opened its doors. Grit played a major role there as well. Back then, China was considered a "hardship" post for overseas employees. Eventually, I convinced Tom to come home when our sales manager left. I called him and said, "if you are going to join Two's this is a good time. I need you back here."

I was relieved, excited and delighted when I picked him up at the airport a week later. We've worked happily together ever since.

**IS THAT WHEN YOU REALLY DECIDED TO BE THE OTHER TWO IN TWO'S, TOM?**

**TG:** I always knew that eventually I would come back into the business but I wanted to explore the world first. I learned so many things while away. When I came back, it was to be the head of sales. I knew how to sell. I knew every product, sku #, price, minimum, packaging and product selling points. I understood selling but not necessarily sales management.

Having not known anything about sales management, my expectations were high...as they are today. There was a lot of trial and error in managing sales people. Moreover, I was quite young back then. I will admit that at times my enthusiastic spirit was a little too much for our sales reps. Thankfully, some of our reps were comfortable enough to share that with me. I had a lot to learn and did. We always believed that a lot could happen when you are focused on what can be achieved. The passion, enthusiasm and the drive have always been an integral part of our culture.

**IN THE EARLY 90'S YOU MADE A CHANGE FROM INDEPENDENT REPS TO A COMPANY SALES FORCE. WHAT WAS THE THINKING BEHIND THIS BIG CHANGE?**

**TG:** We always had a few in-house sales people who only sold Two's Company. They traveled to shows, worked the phones and supported our customers. We always found that they made the buying experience seamless and were most successful. They knew the product and how best to buy it. We realized early on that a focused, dedicated person would serve our customers best. So when we got big enough, we started investigating our options. A good friend of ours, Russ Berrie, was one of the only companies with dedicated company sales people and was very successful. They were our inspiration for the development of a national, dedicated sales team.

**WHILE THERE ARE MANY FAMILY COMPANIES IN THE INDUSTRY, VERY FEW HAVE A MOTHER AND SON RUNNING THE OPERATION. HOW DOES THAT WORK FOR THE TWO OF YOU?**

**BG:** One of my biggest joys is working with Tom. We do challenge each other, but we also will compromise when we have to. Actually, it's easy to agree, we both have the same DNA. I have been tremendously lucky to have partnered with two extraordinary men – our cofounder and my late husband, Bob, for the first 10 years and my son, Tom, who has



Bobbie and Tom in Paris, 2018



Steve, Jon, and Tom My Three Sons 1969

continued to keep the Two's name meaningful.

**TG:** I am amazed at Bobbie's breadth of knowledge. So for me, it has been a constant learning process and inspiration. Moreover, her energy level is something that is truly remarkable. She is my go-to person when I can't seem to figure something out.

**BG:** At this point, I defer to Tom more often. The mother-son relationship is actually much easier than the usual father/son because I want him to be better than me.

**TG:** It's wonderful working with a partner who thinks alike. It allows us to demonstrate for our staff a level of consistency and reliability. We support over 200 families and, despite the size, we have been successful in maintaining our small company culture and family values. Frankly, I think that is what many love about working here at Two's.

**WITH ALL THE CHANGES IN THE CONSUMING HABITS OF THE POPULATION AND IN THE GIFT BUSINESS ITSELF, DO YOU WORRY ABOUT THE LONG-TERM VIABILITY OF THE COMPANY AND THE INDUSTRY IT OPERATES IN?**

**TG:** In terms of the company, we have a remarkably dedicated staff many of whom have grown with us and have been with us for decades. We've inspired them and empowered them to be the best that they can be. In terms of the industry, there's definitely been a shift in buying habits. We believe that people today enjoy all types of experiences, especially those relating to products that touch them in some special way. That's why we really focus on the emotional side of product.

**BG:** We are seeing a lot more independent retailers that are creating better and more compelling customer experiences. The stores that are buzzing are those focused on speaking with their customers in new and exciting ways.

**SO WHAT DOES THAT MEAN FOR THE NEXT 50 YEARS FOR TWO'S COMPANY?**

**TG:** We still love our independence. We may look at more partnerships, as we are doing with a British company, One Hundred Stars. We also are looking at acquisitions that would expand our product offerings. Above all, we remain committed to being a partner for our retailers, offering products that are unique, creative, have great quality, good value and, in the end, create a memory and make you smile.



# WHERE IN THE WORLD IS TOM...

## AND WHAT ARE HIS BEST TRAVEL TIPS FOR GETTING THERE

One of Tom Gottlieb's first jobs at Two's Company was checking out the company's suppliers in Taiwan while he was studying there as a teenager in college. He hasn't looked back since. Many decades – and a whole lot of frequent flyer miles – later he continues to travel the world to create the best products, discover the best crafts and to find the best inspiration for the company.

Who better then to recommend his own personal list of travel tips, suggestions and wardrobe advice? Around the World in 80 Days? Phineas Fogg has got nothing on Tom Gottlieb.

**1. WHAT AND WHEN TO WEAR**

Packing time is essential to a successful trip. On my iPhone notes, I have a list of what I am planning to wear day by day. It makes getting going each day very efficient, especially with all our city hopping.

**2. CARRY ON**

A rolling bag with an easy-access outside computer compartment is essential for navigating security and airports efficiently. And be sure to pack an extra change of clothes for those rare occasions of lost luggage.

**3. FAVORITE CITY HOTEL**

London's Hamyards Hotel. Interior designer Kit Kemp has created inspiring environments in all of her properties. The ultimate luxury for those who appreciate art, culture, design, color, pattern and texture.

**4. DON'T LEAVE HOME WITHOUT IT!**

Zip Lock Bags. After the iPhone, I don't think anything can replace them. I carry them anywhere to hold wet items, extra snacks and to organize things.

**5. TWO'S POWERBANK**

The worst feeling while traveling is running out of juice. The Two's power banks come with a built-in cord, are compact and have that extra power in case of an emergency.

**6. BEST ALL IN ONE TOTE**

The Two's Black Bag. So light and easy to carry, a handled bag always comes in handy to hold samples on long rides to factories or as an extra airport carry on to hold those last minute purchases. I have two or three with me at all times.

**7. WHEN IN FLIGHT**

Lululemon black workout pants and hoodie. Comfort is key especially on those long flights. The hood adds extra comfort, somewhat of a cocoon effect especially on some of the longer car, train or off-road journeys.

# 50 YEARS AND COUNTING

TWO'S COMPANY



**CELEBRATING 50 YEARS OF STYLE, PASSION, & FAMILY**

## 1970

Two's Company is officially a company – by gift industry standards, anyway – as it exhibits at its first trade show at New York's long-forgotten Coliseum, with Bobbie and Bob Gottlieb at the helm.



## 1975

In its third year of designing Lucite home products, MOMA recognized Two's Company for its timeless modern designs. Two of its designs, an acrylic tape dispenser and a hair spray face protector, are added to the permanent design collection of the Museum of Modern Art. They are two of more than 1,000 acrylic products the company will eventually create and successfully sell.



## 1980s

The decade sees a dramatic expansion in the product assortment, into new materials like glass, paper and fabric while continuing to build out the acrylic collection, including the blockbuster, Wallflower

## 1969

Giant bottles of ketchup, peanut butter and mayonnaise: an auspicious start for what would be five decades of product creativity.



## 1978

Company founder – and one of the two in Two's – Bob Gottlieb passes away as the other half of the team Bobbie Gottlieb takes over as president, making her one of the early women in the industry to run a major company.



## 1973

Future company president Tom Gottlieb gets an early start on his career working the trade show booth in New York.



## 1983

Tom Gottlieb joins the company full time in the U.S. after a stint in China, first as head of sales and then president. He becomes the new other One in Two's.

## 1985

Two's Company expands its distribution network to global partners from Europe to Japan to Australia. 33 years later, the Two's UK family Mulhouse Design continues to distribute the entire Two's brand to shops throughout England and beyond. Two's continues to sell in over 35 countries today.

## 1986

The 80's saw the "item" craze. From the Wallflower to the It's a Lock, Two's had HOT items that flew off store shelves.



## 1994

Two's becomes one of the first companies in the business to move to its own dedicated sales force and away from independent reps, giving it a major advantage in customer service. Today, it has some 90 full-time salespeople on its team. Easily recognized at shows by their "Two's white attire."



## 1996

Believing that the show experience is critical for success, the company creates three signature handouts at its booth and showrooms: tote bags (more than two million given out to date), bottled water and warm, freshly baked chocolate cookies. Totals on the last two have become uncountable.



## 1995-2000

Showroom expansions occurred throughout the 1990's in prime locations in each market. In Los Angeles and New York, a Lobby location on the first floor, in Atlanta just off the elevator on 17 and in Dallas on the main thoroughfare between the Trade Mart and WTC.

**Tozai**  
H O M E

## 1999

Tozai Home debuts, giving the company a real presence in home décor, starting with an Asian bent and progressing over the next 18 years into a contemporary decorative accessory line.



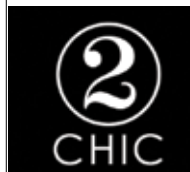
## 2004

*Cupcakes & Cartwheels*

Cupcakes and Cartwheels is born with the introduction of colorful and fanciful tabletop designed by a local artist. Over time, it evolved into a youthful collection. It is the whimsy side of Two's Company, with a happy, colorful and juvenile vibe.

## 2010

While there have been fashion and accessories items in the line for years, the 2 Chic fashion accessories collection is introduced, bringing Two's into the forefront of the hottest trend in the gift business.



## 2012

East of India debuts, introducing to the US market a very successful gift line from England. It is the first of several initiatives in enhancing the Two's Company story to include a total round-the-world perspective on design and trends.

## 2006

The new corporate headquarters opens in Elmsford, NY in suburban Westchester County, an award-winning contemporary loft space that reflects Two's design and creative ethos.

## 2016

A major expansion of the Atlanta showroom opens, as with all Two's spaces, front and center on the show floor. Show booths and showrooms continue to get the highest attention thanks to an in-house design and construction team that works up full-size versions of every display at their headquarters workshop in Elmsford, NY.

## 2019

Two's completes the integration and investment of a new ERP business system to operate all aspects of the company from warehouse operations, sales systems, website, and all back-office functions. This will set the stage for the next decade to initiate major improvements in all aspects of the customer experience.

## 2018

Two's Company is honored with the ICON Honors Medal of Excellence, one of several major accolades it receives from many, including Gifts and Decorative Accessories magazine and Gift for Life.





# NY NOW

THE MARKET FOR HOME LIFESTYLE + GIFT

## WHERE SALES REALLY IS A TEAM

*“We’re the place where everybody knows your name.”*

With a dedicated sales team of 90, Two’s Company is one of the few suppliers in the industry to have, not only its own in-house sales team, but also “Two’s University”, a program focused on continuous sales training.

“Even the best sales rep pales in comparison to the focus, knowledge of product and support that a Two’s Company salesperson can offer,” says Tom Zimmerman, who heads up sales.

And what makes for a good salesperson? “Our best salespeople have several things in common. They understand their role in sales support, they are inspiring and inspired, fiercely competitive and have a strong sense of empathy. They’re good communicators and love our business.”

Zimmerman says getting the balance right is critical in sales. “This all sounds very professional and, make no mistake, they are serious about business: but, they never lose sight that this is a fun business and that focusing on what the consumer wants is key; a gift for a friend or loved one, something that they hope creates a memory. The Two’s sales experience is all about creating a memory as well.”

I watched in amazement when traveling to Salt Lake City to experience a Two’s Territory Manager at work. This manager actually brings his boom box with holiday songs playing softly in the background while he presents the Christmas collection. And when on the road with a Nashville Territory Manager, I watched him hand to a customer his own blend of trail mix. It was delicious, but unfortunately for me, he wouldn’t share the recipe.

Going the extra step seems to mean everything to Two’s Company. I was told that there is even a Territory Manager from Seattle who grows her own lavender, dries it and distributes it in small organza totes to calm the senses. The Two’s team knows how to have fun and bring happiness with every touch.

Their customers seem to agree. “It is still a thrill when we hear comments like these,” Zimmerman says; ‘I love Lucy!’ ‘I have no issues, Pam takes care of them’ or when they describe how the whole store lights up when Ellen enters it with a smile!” The wonderful endorsements, like this one I heard was from Helen Lieb of Lou, Babs & Moog in Port Washington, NY. She wrote, “At the end of a sales call I never hesitate to pick up my day planner and sign up for our next sales visit. That’s because Fern not only keeps me up-to-date on all things Two’s, but as importantly, we have fun when we meet. I always look forward to spending time with her. She not only shows me some amazing products but she’s become a true friend.”

Chris Kitchings of The Bowerbird in Old Lyme, CT shared “I buy Two’s not only because of its great product, but the fantastic sales support that I get from Dana, who understands my store, the trends and most of all respects my time”. Another savvy retailer Sonia Malloy of Splurge Gifts in Greenwich, CT said, “Two’s Company has the amazing ability to continually evolve with the changing needs of their customers. They offer quality, on-trend products at fair prices, enabling us to earn extra margin and surprise and delight the end consumer. Their sales staff is the best in the industry as you can always count on them to provide excellent customer service.”



## YOU CAN CALL HIM TOM...

### BUT EVERYBODY KNOWS HIM AS TZ

An imposing figure in any trade show crowd with his tall stature, closely cropped white hair and usual attire of head-to-toe Two’s Company whites. TZ has headed up sales for the last 24 years, leading the transition from an independent rep sales force to an in-house dedicated team of 90. He is seemingly always on the road, at a show, an account or even commuting from his Long Island home to company headquarters in Westchester County, NY. And he knows how to sell.

#### FIRST OFF, WHAT SHOULD WE CALL YOU?

“Growing up, my best pals always called me Tommy (and still do), my wife calls me Tom, but everybody else calls me Z or TZ. With another Tom here (President Tom Gottlieb), I’m good with either name.

#### WAS SELLING IN YOUR BLOOD?

“My dad was a peddler and I remember helping him set up at the old Buffalo, NY Statler Hilton. I come from a long line of sales people. I suppose it’s in our blood. But I’ve never gotten out of bed one day to make a buck. I do it to help retailers grow their business, earn a profit and have a few bucks along the way. I bring my happiness with me every day.”

#### WHAT MAKES A TWO’S COMPANY SALE?

“We have three ways to sell: at shows, on the road and online. Here’s the anatomy of a Two’s Company sale: identify their best sellers, help a store with their merchandising by sharing success stories and get involved in training the retail staff. The important thing we try to remember is that we are not calling on buyers, we are calling on store owners and their first priority is how to make a profit. We feel a responsibility to customize every sale to each customer’s needs.”

#### TWO’S COMPANY HAS STARTED AN ALLIANCE GROUP – A PLACE TO SHARE BEST PRACTICES. TELL US ABOUT IT.

“We started it in 2016 with the Northeast, added another in the Southeast, with more to follow. The members enter all their financial information into a secure database so they can compare confidentially how they are doing versus others with real data and not anecdotes. The group, now good friends/advisors to each other, meet 2 or 3 times annually. They share and learn how to be better and grow their business. For us, we love the fact that we found another way to support our customer.



NY Now, January 2018

# STROLLING DOWN THE STREET OF SHOPS

Whether you're in Dallas, Atlanta, Los Angeles or the halls of the Javits Center in New York City, there is one streetscape you can always recognize: The Two's Company show space. The company has made it one of its signatures, accompanying the great products with a vast array of compelling hospitality including an energetic sales team dressed in their easy-to-spot white attire, endless supplies of their world-renowned black tote bags, freshly baked cookies and a sea of bottled water. Their success in creating amazingly detailed storylines surrounding new products at both

permanent showrooms and temporary booths has been an inspiration to the entire industry for five decades.

The Street of Shops, as the company calls it, changes every season and can range from an Elvis-inspired Tiki Bar to an actual hippie-dippie full-size VW van filled with great products to a vintage barbershop ready for its next customer.

The Two's Company show spaces garner the best accolades any company could hope for: Awards in design competitions... and the order-writing attention of its customers.

Atlanta Gift Mart  
Suite 1710 & 1717

Dallas Trade Mart  
Suite 2202

LA Mart  
Suite 2 – Lobby

NY NOW  
Booth 2502

# TALKING TWO'S WITH FAMILY & FRIENDS

**Mackenzi Farquer**  
**Lockwood, Queens, NY**  
 One season, Two's came out with a macaroon collection, and it changed my life. I purchased their macaroon trinket boxes, and very soon after, we were able to have it featured on a prominent wedding blog and Martha Stewart Weddings! Sales came pouring in and I couldn't order them fast enough! We ran out of places to put them. We sold so many, that we were able to put some cash aside to help finance our move to a larger location (1,200 sq. ft.!) in 2013. Now it's 2018, and we're still getting orders on these boxes. In fact, we got an order for them just last night.

**J. Lamancuso**  
**HELLO WORLD**  
*As a small retailer, we have been privileged to be customers of Two's Company for 15+ years. It is obvious that Bobbie and Tom understand the importance of building strong relationships with their retailers. This shows through in everything they do and their great sales team and support staff. We were honored to be included in the Two's Company Northeast Region Gift Alliance. The Alliance has been a great tool for us to stay current in an ever-changing and extremely challenging retail environment.*



**Lisa Newman Paratore**  
**Homestyle, Providence, RI**  
 My favorite experience with Two's Company was visiting the home office and distribution center in Elmsford. Seeing the people who are making it happen in real time gave me an appreciation for the authentic heart that is put into the business. From the leadership team to the design team to the staff that manages the day-to-day operation of the company, Two's Company has attracted the best. My sales rep Ellen has taken tremendous care of my account for over a decade. She is a gem.



**Frank Joens**  
**General Manager LA Mart**  
 Consistently I revel in the fact that there are always "ooohs" and "aaahs" from registering buyers and designers as they gaze over to the beautiful Two's Company showroom. For decades, they have been a constant in being an active participant of the LA Mart community. They are true partners with the LA Mart in so many ways.

**Kellee Twadelle**  
**Rose and Dove,**  
**North Andover, MA**  
 I love how on-trend Two's Company products have been. When creating product they really pay attention to quality product that tells a story.

**Donna Scoriels**  
**Regional Sales Leader, Two's Company**

One of the many things that makes Two's so unique is that it's a family owned business. One memory that speaks volumes is Hurricane Katrina, which devastated my territory. The Two's family stepped up to the plate to help me and my customers. To this day, my customers still remember how Two's was there to keep them in business.

**Tom A. Kornreich**  
**Marsh & McLennan, NY**  
 I have known the Gottliebs for over 50 years and worked professionally with them for over 30. In fact, I vividly remember playing with some of their first products — the oversized Heinz Ketchup, Chiquita Bananas and other products in the late 60's. Two's Company as a whole, inspires leadership within their staff and also with the local and greater community, devoting their time, considerable resources and talents to numerous, diverse nonprofit organizations and causes. The Two's culture promotes and rewards critical, outside-the-box thinking, which I believe is at the foundation of their success. It is no surprise that Two's has prospered for so long.

**Amanda Thomley Marsh**  
**Western Regional Sales Director**  
**Two's Company**  
 My first memory of Two's Company began years ago while attending the Atlanta Gift Show: I was tagging along for a buying trip... I left with a warm chocolate chip cookie and a black Two's bag on my shoulder. I was happy, but couldn't seem to forget the meticulously displayed showroom and room after room of on-trend product (that I wanted)! It was many years later that I found my way "home" to Two's Company and for that I am forever grateful. To me, our competitive advantage is our product and the people. We are family owned and I am thankful that 50 years later it still feels that way.

**Ann Cantrell**  
**Annie's Blue Ribbon General Store, Brooklyn, NY**  
 Some of my favorite memories of Two's Company are working with my rep, Fern. We've been working together for over 10 years and, without a doubt, she knows my business better than any rep out there. She is thoughtful in her suggestions, always mentions top sellers even if they won't work for our shop. But most importantly I look forward to my time with Fern reviewing new Two's products and laughing together about life and business and having fun each step of the way. When I think about longevity of the Two's brand I think about its ability to always innovate and bring to life amazing stories through clever product development.



**Jean Charles Chappuis**  
**Asiatides, Paris France**  
 On the 50th anniversary of Two's Company only one word comes to my mind: Admiration! Admiration for Bobbie, an extraordinary lady loved and respected by the trade who created the company; admiration for a brand that constantly renews itself to stay attractive and desirable; admiration for an exceptionally faithful team, supporting the values of the company; admiration for the respect and love received from the suppliers everywhere in the world; admiration for the respect customers are enjoying. But nothing could have stayed so long, so strong, so enthusiastic without the generosity and the talent of the new generation represented by Tom Gottlieb.

**Kimberly Kissam**  
**Isabel Harvey, Wellesley, MA**  
 Two's Company has an OUTSTANDING customer service team. Any problems we have they handle it without hesitation! My Rep, Chris is amazing. Thanks for 50 years of greatness! We would be lost without your cool and creative energy!



# FROM CRAZY IDEA TO BEST SELLER



*Turning ideas into reality – and then making sure customers learn about these products through the Two’s Company catalogs and marketing channels – is a big part of Marla Marcus’ job as the Vice President of Creative and Product Management. But there’s a lot more to what she does to make it all happen...*

## TWO’S COMPANY HAS 4 DIVISIONS AND SO MANY DIFFERENT PRODUCT CATEGORIES. HOW DO YOU MAKE IT ALL HAPPEN?

Teamwork!!! We have an amazing Creative & Product Team in Elmsford who is passionate about Two’s...everyone is creative, innovative, resourceful, flexible, diligent, committed, and great at juggling many projects at one time. Each person takes the utmost pride in what they do, and I think it shows. We also have wonderful partnerships with over 300 artisans and factories worldwide that support us in producing our designs. It is the collaboration of our in-house team with our outside partners that gives us the ability to bring to market a wide range of products.

## HOW LONG DOES IT TAKE TO GET A COLLECTION OR PRODUCT TO MARKET?

We have 5 major launches per year, totaling 20 catalogs and over 1200 new products. The full process including trend boards, brainstorming ideas, artwork development, sampling and costing, packaging and catalog production for a launch could take anywhere from 9 to 12 months. But it is not unheard of for us to create and add a new product into the line in 2 weeks when needed to stay on top of the latest trends in the market. This is where flexibility comes into play. And the magic, of course!

## WHAT MAKES FOR A GOOD TWO’S COMPANY PRODUCT?

Style and Smile!

When we brainstorm, we bring it all to the table...no idea is off limits. As the design process moves along, the ideas take shape, both literally and figuratively. At product reviews, we ask ourselves...

Style...is it well-designed, unique, on-trend, and have the brand’s sensibility?

Smile...does it have that little extra something that makes it irresistible?

Critical to the mix is price point and quality. They provide the value that bring success to our customers.

## DID YOU START OUT TO BE A PRODUCT DESIGNER?

Not really, but it makes perfect sense. I studied Packaging Design at FIT in New York City. What I love about packaging design is the three dimensionality, which translates well into product design. So the evolution was natural. I started my career at Estee Lauder which was invaluable, as it gave me the opportunity to learn about how a large corporation functions, including departmental structure and workflow. From there, Two’s recruited me to be their first in-house packaging designer almost 20 years ago.

## AND NOW YOU’RE DOING SO MANY THINGS AT TWO’S.

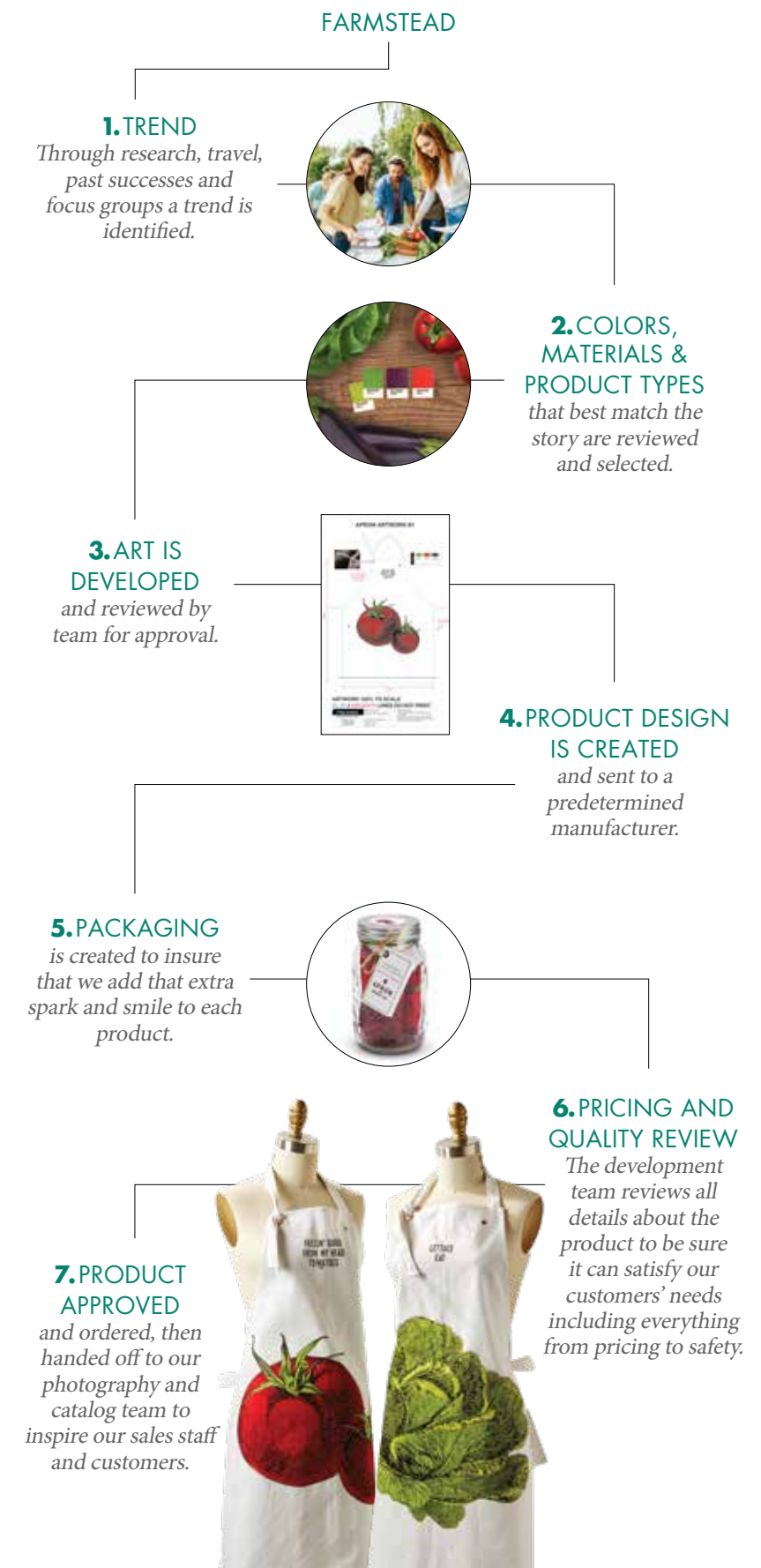
It has been an amazing journey. From packaging designer to vice president, from a one person “art” department, me, to managing a team of over 30. I have been given the opportunity to develop the department and an incredible team along the way, totally integrating product design, packaging design, sourcing, in-house photography, catalog design, website, social media and corporate graphic services. It is not always easy, as there is a tremendous amount of pressure to get it all done. But I wouldn’t have it any other way!

## WITH SO MANY PRODUCTS, ARE THERE ANY FAVORITE ITEMS OVER THE YEARS?

Well, the best sellers, of course. It really is hard to pick favorites as the products are our “babies” and we love so many of them. Even though I have been doing this for a long time now, I still get excited when I walk into a store and see our products. I usually snap a shot and send it to the designer who worked on it. There is a great feeling of pride and accomplishment when we see our products come to life out there in the world.

# THE STEPS OF MAKING A GREAT PRODUCT

*It all begins with a great idea*



# MEET THE TWO'S COMPANY FAMILY OF BRANDS

From its humble beginnings a half-century ago as an item-driven novelty supplier, Two's Company has expanded into a full line gift and home décor resource, with offerings across a wide spectrum of design aesthetics and influences.

Today there are four brands that reflect the face and texture of the business, all the while adhering to the Two's DNA of creativity, style, design and quality.



## GREAT GIFTS

Our signature brand, Two's Company is a total gift and lifestyle collection celebrating the latest trends of today. From entertaining to home décor, each look encompasses a wide variety of products featuring photo frames, candles, trays, bags and much more. Our designs are crafted in a wide spectrum of materials including porcelain, silver plate, cotton, wood and glass. And many of our items are hand crafted and packaged, making the perfect memorable gift.

## DECORATIVE ACCESSORIES

Inspired by centuries of arts and crafts from around the world, Tozai Home brings you the best in home décor. From Paris to Bangkok, London to New York, our collection features contemporary adaptations in design with a distinctive style. Our focus has always been on sustaining and celebrating some of the world's oldest crafts. Many of our products from hand-painted porcelain vases to mosaic lacquerware trays, from hand-carved wood mirrors to inlaid bone boxes are created by artisans working in small studios. Each story that we tell includes items with integrity in design and our commitment to the highest quality that will be enjoyed and treasured in homes for decades to come.

## YOUNG AT HEART GIFTS

There is nothing better in life than bringing a smile and happiness to a friend or loved one. Through innovative products with great packaging, Cupcakes and Cartwheels creates the perfect gifts. Come play with us and discover the joy of dreaming as you tour the collection. You are sure to discover happy and colorful products, all designed around popular themes and focused on celebrating all that is young. Whether a playful, quizzical, or spirited design, you can be sure to find it at Cupcakes & Cartwheels!

## FASHION ACCESSORIES

Being fashion forward and radiating style has never been easier! 2 Chic brings you an endless selection of fashion statement pieces like scarves and shawls, and great jewelry that will keep you on trend. Each season's offerings include a wide variety of looks featuring super-soft fabrics and fine materials. 2 Chic not only looks good but also feels good. With four new product introductions each year, we cover every season. Inspired by global trends and high fashion themes, from Resort Wear to High Glam, you are sure to find what fits every taste and style.

# TWO PLUS THREE, INC.

## 50 YEARS OF BEST SELLERS

### IT ALL STARTED WITH A GIANT KETCHUP BOTTLE.

The Two's Company story is familiar to those who have both worked at or have done business with the company over its five decades. It's also familiar to any entrepreneurial enterprise that started with a crazy idea, unlimited passion and energy and the sense that anything was possible.

Fifty years ago Bob and Bobbie Gottlieb knew they needed something clever, something different, and something very saleable on which to build their nascent business around.

The oft-told story has Bob Gottlieb returning home from a visit to a local store and returning with a giant inflatable display prop he saw. Why couldn't he and Bobbie develop an entire line around this theme and sell it to local gift stores? The craze was pop art—think Andy Warhol soup cans. Wouldn't a lot of teenagers love to have giant replicas of their favorite brands?

It wasn't quite that easy but, in fact, the idea worked. Two's Company – originally called Two Plus Three to reflect the Gottliebs' two parents and three young boys – was off to the gift races.

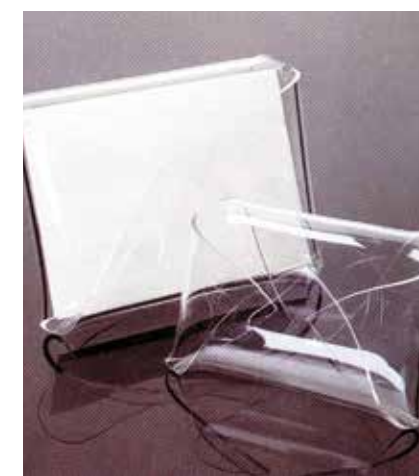
Over the next five decades, the company was remarkable in its ability to bob and weave with the latest trends, moving far beyond giant inflatables into all manner of objects and materials.

Not everything was a success but their track record was better than most. Whether it was picture frames, vases, acrylic what-have-yous, totes or later, fashion accessories, Two's developed a reputation for being trend-right and able to craft a story around its products that took the business from item-driven to one focused on entire coordinated assortments.

Nevertheless, certain items stand out over the years and on the following pages you'll find some of the most memorable – and let's not forget best-selling – products from the first five decades of Two's Company.



*The first decade for Two's Company was a crazy one, almost as if our country and our people were ready to express themselves in some new and very big ways. Politically, it was a time of Watergate and let's not forget those long gas lines at the pumps. Culturally things were exploding. We saw Andy Warhol with his famous Campbell Soup Cans, disco balls, Pop Art in all kinds of shapes and all kinds of oversized sculptures like the giant Hamburger by Claus Oldenburg. Two's rode along with the trends, developing some great products, from pop art consumer goods and food inflatables to the development of more than 1,000 useful products made from a new material called Acrylic. Crazy indeed.*



#101 Diet Pepsi inflatable, 1970  
#2473 A La Cart Napkin/Flower Holder, 1978 **STILL AVAILABLE TODAY**  
#1723/#1570 Acrylic Envelope Letter Holder, 1975  
#110 J + B Scotch Inflatable Bottle, 1970

# 80

## THE EIGHTIES

The new decade saw the emergence of the Baby Boomers as the dominant players on just about everything that was going on. The country was enamored with what the stars were doing and we even elected one as President, Ronald Reagan. In the emerging world of videos, people were thrilled by Michael Jackson, while on TV, hit shows like Cheers and Seinfeld kept us entertained and smiling. Two's realized that people loved to buy things that made them smile too. It was all about items and the Two's new products reflected that, with many items that put a happy face on the day.



#2199 Wallflower, 1987 STILL AVAILABLE TODAY | #2560 Tulip Lights, 1986 | #1202 It's a Lock Combination Lock, 1988  
# 2540 Flashing Apron, 1985

# 90

## THE NINETIES

The Internet was born, Bill Clinton was elected Boomer-in-Chief, everyone was going natural and organic, John Glenn was going back to space and The Simpsons – both OJ and Homer – dominated TV. The economy was strong and people were spending a lot on building new homes and buying everything. Two's decided to develop a lifestyle brand to include many different looks and product categories. They expanded way beyond gift, introducing natural products to reflect the burgeoning eco movement and a new division, Tozai Home, serving decorators and home designers.



#3661 Seashell Photo Frame, 1994 | #BLF142 Blue and White Porcelain Collection, #4169, 1996  
Plaza Set of 5 Vases, 1993 STILL AVAILABLE TODAY | #3140 Needlepoint Pillow, 1991

# THE 2000'S

The new Millennium saw Tiger Woods dominating golf and Apple introducing a new device called an iPhone. But it was also a time when the world faced many new challenges and people began to spend more time in their homes and “nesting” was becoming more popular. This focus on home, bath and body was reflected in new Two’s offerings, including an expanded personal care line, home care and more frames of all types.



#9805 Crown Jewels Photo Frames, 2001 | #4278-20 Home Chic Home Collection, 2007  
 #4725 Pierced Creamware Plate with Ribbon, 2002 | #5684 Heart Bath Confetti, 2004

# THE TENS

Marked by a much more technologically driven world and the rise of social media, this current decade has seen Americans focusing on themselves, their image and personal purchases. The invention – and incredible rise – of the Selfie created the need to look good for the camera and Two’s responded with a broad range of fashion accessories with the 2 Chic line. At the same time, there was a continuing expansion and enhancement in all of the Two’s divisions with more looks, more fun, decorative accessories and kids products. With its product offerings reaching unprecedented levels of depth and assortment, Two’s Company gets ready for its sixth decade.



#2996-20 Antique Rosette Scarf, 2010 | #50201 You Rock Porcelain Tray, 2013 | #9949-20 Solar Dancing Flower, 2012  
 #MIN100 S/10 Hinged Flower Vases, 2015



# THE TWO'S TIME MACHINE

It's about time...at least it was this past Halloween when Two's Company staffers created a Time Machine in honor of the company's 50th Anniversary. An annual event, the costume contest took on a special twist this year courtesy of a Time Machine led by the Two's Mad Product Scientist. Team members dressed up as some of the company's greatest hits over the past half-century, celebrating five decades of creativity and inspiration. Needless to say, a good time was had by all.



1969



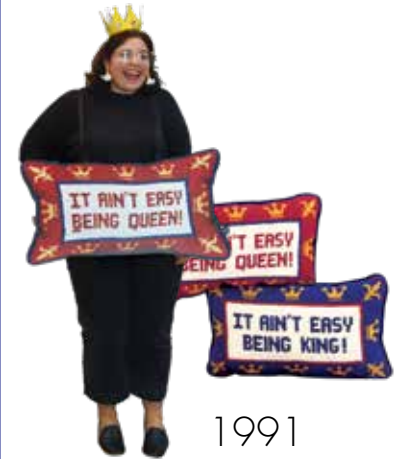
1986



1987



1990



1991



1992



1993



1996



2000



2003



2003



2004



2008



2009



2010



Central Park South, New York

# BOBBIE AT HOME

“I guess you could say I’m a maximalist. I try hard to control it but that’s who I am.” For Bobbie Gottlieb, being someone who loves objects around her homes is made all that much easier when you’re the head of Two’s Company. “I’m really lucky, I have a warehouse full of 3,000 products I can choose from. It’s hard to find an empty inch of horizontal surface in my homes that isn’t always filled.”

Bobbie invited us into her homes, a house overlooking Long Island Sound in the New York City suburb of Rye, NY and an apartment overlooking New York City’s Central Park. And while she says each is very different, they are both as much testing laboratories for the company’s products as they are where she lives. And they share certain characteristics.

“Both look out over nature and the environment and the outside really reflects how I decorate each inside.” While the New York City space is a dramatic loft space, it is classically decorated to reflect the more formal style of city life.

Rye is more casual and is where Bobbie changes the décor to reflect the seasons. “In the winter, when it’s grey and bleak outside, I go with a lot of color. In the summer, when the water outside is blue and the flowers are blooming, I want white inside.”

One more thing they have in common: “They are both the backdrop for family and entertaining. They reflect all the special things that have happened in my life.”





# BOBBIE'S FAVORITE THINGS

Bobbie Gottlieb studied music at the La Guardia High School of Music and Art. After receiving her Bachelors degree at Cornell, she worked as Production Assistant on the Ed Sullivan and Jackie Gleason TV shows. Nevertheless, she will be the first to tell you that she was “unprepared for a career in business.” That all changed pretty quickly with the founding of Two Plus Three (which later became Two’s Company) and her eventual role leading the company after the death of her husband Bob.

Through the past five decades Bobbie has proven to be every bit as good on the numbers as the designs, a unique left brain/right brain combination that rarely exists. Two’s Company has been more than a job for her....it has been an endless and renewable source of happiness.

Here are ten favorite things she shared that inspire and make her smile.



Manursing Island, Rye, N.Y.



1. Working with, and being inspired by, creative, talented people. I love exploring new places, museums, stores, food and, best of all, new ideas.

2. Transforming my homes, which are works in progress, each season with slipcovers and accessories from travel and Two’s.

3. Our living room wall of family photos in Two’s Company acrylic box frames documenting travel, family and special moments.

4. Green Pentel pens... my signature color with which I’ve left my mark on memos, notes and the occasional white blouse.

5. Walking my Havanese named Tiger in Central Park... a tiny dog with a big personality.

6. Fresh flowers from my garden in Two’s tall stem vases, a decades-old classic and still a favorite of John Saladino and other prominent designers.

7. The vitality, color and energy of Kusama’s art.

8. Expanding my scarf collection from Tokyo to Bhutan... and from Etro to 2 Chic.

9. Bergdorf Goodman windows... New York theatre at its very best.

10. Breakfast in bed and watching Fareed Zakaria until noon on Sunday mornings.



# WE COULD NOT DO IT WITHOUT YOU!

*Thank you for many decades of support and your sponsorship of this publication*

## OUR TRADE SHOW PARTNERS SETTING THE STAGE FOR US ALL TO MEET AND DISPLAY WHAT WE DO.

Atlanta's Americas Mart	Trade Show Management
Dallas Market Center	Trade Show Management
NY NOW Emerald Exhibitions	Trade Show Management
L.A. Mart	Trade Show Management

## FINANCIAL AND SERVICE PROVIDERS

### SUPER BIG THANK YOU!

Ace IT Solutions	Operations
ADP	Operations
Anchin, Block and Anchin	Accountant/Advisors
Emun Works	Operations
JP Morgan Chase	Financial Services
Marsh & McLennan Agency	Insurance
O.T. Delivery Systems	Local Logistics
UPS	Worldwide Logistics
UTC Overseas, Inc.	Worldwide Logistics

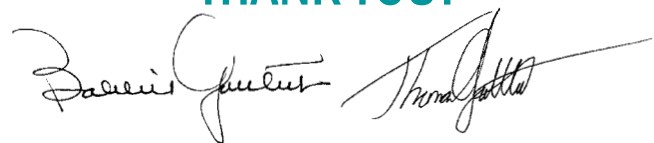
### REALLY BIG THANK YOU!

CBS, A Xerox Company	Operations
Claddagh Trucking Co.	Local Logistics
Clean Air Quality Service	Maintenance
Jackson Lewis LLP	Legal / Advisory
Levisohn Berger LLP	Legal / Advisory
Morgan Stanley	Financial Advisors
Richard Bauer & Co	Supplies
Salon Marrow Dyckman Newman & Broudy LLC	Corporate Advisor/Legal
Supply One New York	Supplies
Unique Logistics	Worldwide Logistics
World Call Telecommunications	Telecommunications

### SO APPRECIATIVE THANK YOU!

A-Perfect Electric	Maintenance
Arjay Company	Supplies
Concorde Personnel	Human Resources
Creative Circle	Staffing
Crown Products	Operations
Cup A Joe Coffee Solutions	Food Services
Fleetwood Lock & Alarm Co.	Security
Magnum Steel Equipment System	Maintenance
Martell Landscaping Services	Landscape Services
Owens Truckmen	Local Logistics
Paradigm Marketing Enterprises	Supplies
Prudential Insurance	Insurance
Regina Business Forms	Supplies
Sterling National Bank	Financial Services
Uline Business Supplies	Supplies
Warehouse Solutions Inc.	Operations
Western Pest Services	Operations

## THANK YOU!



## STAFF

We have always asked what qualities we should aspire to in order to be the best company we can be. About 20 years ago, we asked our management team to develop these and they came up with 7 core values. They are a Can Do Attitude, Collaboration, Commitment, Drive to be Better, Seeing the Big Picture, Winning Spirit and Innovation. In a short time, these values took a life of their own and became the DNA of our culture. We see them exhibited almost every day and for that, we are so thankful. Over these past 5 decades, we have been blessed to work with so many talented people. Some in fact invested over 40 years at Two's, others 30 and many many over 20 years. Today, we remain so proud of our team and all of their accomplishments. Thank you for all that you do and how inspiring, supportive and caring you are to each other, our vendors, our partners and our customers.

## FAMILY

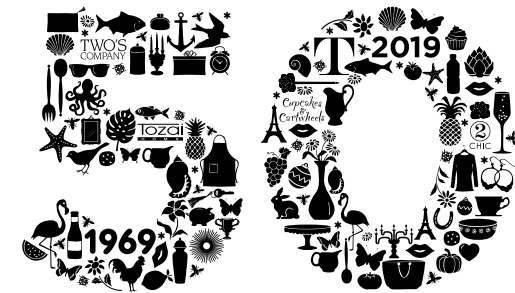
Sometimes we look too far to recognize the good things in life when often they are sitting right in front of us. Many of us at Two's have invested endless hours for Two's Company. We must send a special thank you to all the families of our staff for supporting and sharing their mom or dad, wife or husband, sister or brother. For Bobbie and me, our spouses and kids have been amazing in understanding our dedication to Two's Company. They have shown patience and tolerance for our business distractions, allowing us to travel and even miss some special moments and occasions. To Jill, Robbie, Jennifer, Dana we send many hugs of gratitude. To Jon and Steve thank you for always understanding, and always being there for us.

*Thank you to the team at Gifts & Decorative Accessories! With the encouragement of both Warren Shoulberg and Nancy Wolkow, we embarked on an amazing experience turning back 50 years or pages in our history. For Bobbie and me, this has been a work of love and quite an emotional experience. The Gifts & Decorative Accessories team made it all happen so beautifully. For that we remain forever grateful.*

## PARTNERS

Cheers to you! We feel so fortunate over the years to have engaged an extremely talented group of people and companies to counsel, advise and support our efforts. You are one of our most important assets. We are proud to say that we have known many of you for over 25 years, and some for an incredibly impressive 40 years. We are so happy to have each of you as part of the Two's Company family. Your expertise, knowledge, unlimited commitment and dedication to our team 24/7 is what has helped to make us so strong for these 50 years. We thank you from the bottom of our hearts for always going above and beyond for the Two's Company family. And for those who have helped to support this publication, we thank you again for believing and investing in us. We look forward to many more years working together.

## TWO'S COMPANY



**CELEBRATING 50 YEARS OF  
STYLE, PASSION, & FAMILY**

# THANK YOU

## CUSTOMERS

Without our extraordinary customers believing and investing in us, it would be all for nothing. Many of you have been buying from us for over 20 and 30 years. That is truly amazing. It is hard to express how grateful we are for the Two's Company customer community. Your enthusiasm and loyalty to our brand is our source of energy and innovation. Your love of Two's makes it fun to create amazing product. Your dedication to our road sales team keeps them inspired to support you in all different ways every day. Your visits to our trade shows keeps us motivated to build award-winning displays. We are awed by your expertise as retailers and thank you for being a Two's Company Fan and Customer.



*2.5 MILLION TWO'S BAGS HANDED OUT TO DATE...*

WEAR & SHARE

#twosbag

#twos50th

@twoscompany

