

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K
CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 6, 2022

STRAN & COMPANY, INC.

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction
of incorporation)

001-41038

(Commission File Number)

04-3297200

(IRS Employer
Identification No.)

2 Heritage Drive, Suite 600, Quincy, MA

(Address of principal executive offices)

02171

(Zip Code)

800-833-3309

(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.0001 per share	STRN	The NASDAQ Stock Market LLC
Warrants, each warrant exercisable for one share of Common Stock at an exercise price of \$4.81375	STRNW	The NASDAQ Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 or Rule 12b-2 of the Securities Exchange Act of 1934.

Emerging Growth Company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On October 6, 2022, Stran & Company, Inc. (the "Company") issued a press release announcing that Andrew Shape, President and Chief Executive Officer of the Company, will present at the 2022 MicroCap Rodeo Windy City Roundup Conference (the "MicroCap Rodeo Conference"), which is being held on October 12-13, 2022 in Chicago, Illinois. The press release stated that Mr. Shape's presentation will occur on October 12, 2022, at 1:00 p.m. Central Time/2:00 p.m. Eastern Time, and will be webcast live and available for replay at the website indicated in the press release. A copy of this press release is attached as Exhibit 99.1 hereto and is incorporated herein solely for purposes of this Item 7.01 disclosure.

In addition, a copy of a slide presentation that Stran & Company, Inc. (the "Company") will use at the MicroCap Rodeo Conference and other investor conferences and presentations is attached to this report as Exhibit 99.2 and is incorporated herein solely for purposes of this Item 7.01 disclosure. The presentation is also available on the Investor Relations section of the Company's website at <https://ir.stran.com/>. The information contained on the Company's website shall not be deemed part of this Current Report on Form 8-K.

The information in this Item 7.01 (including Exhibits 99.1 and 99.2) is being furnished, not filed, for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Exchange Act or the Securities Act of 1933, as amended, whether filed before or after the date hereof and regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No. **Description of Exhibit**

99.1	Press Release dated October 6, 2022
99.2	Investor Presentation of Stran & Company, Inc., dated October 2022
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 11, 2022

STRAN & COMPANY, INC.

/s/ Andrew Shape

Name: Andrew Shape

Title: President and Chief Executive Officer



**Stran & Company to Present at MicroCap Rodeo's Windy City Roundup
Conference on October 12th**

Quincy, MA / October 6, 2022 / Stran & Company, Inc. ("Stran" or the "Company") (NASDAQ: STRN) (NASDAQ: STRNW), a leading outsourced marketing solutions provider that leverages its promotional products and loyalty incentive expertise, today announced that Andy Shape, Chief Executive Officer of Stran, has been invited to present at the 2022 MicroCap Rodeo Windy City Roundup Conference, which is being held on October 12-13, 2022 in Chicago, Illinois.

Mr. Shape is scheduled to present on Wednesday, October 12th at 1:00 p.m. Central Time/2:00 p.m. Eastern Time. The presentation will be webcast live and available for replay at <https://www.webcaster4.com/Webcast/Page/2924/46687>. Mr. Shape will also be available for one-on-one meetings with qualified investors throughout the conference.

To receive additional information, request an invitation, or to schedule a one-on-one meeting, please email angie.wright@issuerdirect.com.

Investors can register for the conference here.

About the MicroCap Rodeo Conferences

The second-annual, live in-person MicroCap Rodeo is back. Join us as we go on the road and participate in the Windy City Roundup 2022 in Chicago, Illinois. Over two days in October, investors can harness top stocks for their portfolios. They'll meet with executive management teams from approximately 60-plus microcap companies across a wide variety of industries and gain an understanding into the key value drivers and potential trends for 2023. Complementing the interactive, in-depth 25-minute one-on-one meeting format will be four tracks of company presentations.

About Stran

Over the past 27 years, Stran has grown to become a leader in the promotional products industry, specializing in complex marketing programs to help recognize the value of promotional products, branded merchandise and loyalty incentive programs as a tool to drive awareness, build brands and impact sales. Stran is the chosen partner of many Fortune 500 companies, across a variety of industries, to execute their promotional marketing, loyalty and incentive, sponsorship activation, recruitment, retention, and wellness campaigns. Stran provides world-class customer service and utilizes cutting-edge technology, including efficient ordering and logistics technology to provide order processing, warehousing and fulfillment functions. The Company's mission is to develop long-term relationships with its clients, enabling them to connect with both their customers and employees in order to build lasting brand loyalty. Additional information about the Company is available at: www.stran.com.

Forward Looking Statements

This press release contains "forward-looking statements" that are subject to substantial risks and uncertainties. All statements, other than statements of historical fact, contained in this press release are forward-looking statements. Forward-looking statements contained in this press release may be identified by the use of words such as "anticipate," "believe," "contemplate," "could," "estimate," "expect," "intend," "seek," "may," "might," "plan," "potential," "predict," "project," "target," "aim," "should," "will" "would," or the negative of these words or other similar expressions, although not all forward-looking statements contain these words. Forward-looking statements are based on the Company's current expectations and are subject to inherent uncertainties, risks and assumptions that are difficult to predict. Further, certain forward-looking statements are based on assumptions as to future events that may not prove to be accurate. These and other risks and uncertainties are described more fully in the section titled "Risk Factors" in the final prospectus related to the public offering filed with the SEC and other reports filed with the SEC thereafter. Forward-looking statements contained in this announcement are made as of this date, and the Company undertakes no duty to update such information except as required under applicable law.

Contacts:

Investor Relations Contact:

Crescendo Communications, LLC
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STRN@crescendo-ir.com

Press Contact:

Howie Turkenkopf
press@stran.com

Source: Stran & Company, Inc.



INVESTOR PRESENTATION

October 2022

Background photo shows ponchos produced by Stran for the NYC Marathon, annually since 2013

Forward-Looking Statements and Industry Data

This presentation contains forward-looking statements that are based on our management's beliefs and assumptions and on information currently available to us. All statements other than statements of historical facts are forward-looking. These statements relate to future events or to our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Forward-looking statements include, but are not limited to, statements about:

- our goals and strategies;
- our future business development, financial condition and results of operations;
- expected changes in our revenue, costs or expenditures;
- growth of and competition trends in our industry;
- our expectations regarding demand for, and market acceptance of, our products;
- our expectations regarding our relationships with investors, institutional funding partners and other parties we collaborate with;
- our expectation regarding the use of proceeds from the offering;
- fluctuations in general economic and business conditions in the markets in which we operate;
- relevant government policies and regulations relating to our industry;
- key personnel continuing their employment with us; and
- the duration and impact of the COVID-19 pandemic.

In some cases, you can identify forward-looking statements by terms such as "may," "could," "will," "should," "would," "expect," "plan," "intend," "anticipate," "believe," "estimate," "predict," "potential," "project" or "continue" or the negative of these terms or other comparable terminology. These statements are only predictions. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under the heading "Risk Factors" and elsewhere in the registration statement that we have filed with the SEC. If one or more of these risks or uncertainties occur, or if our underlying assumptions prove to be incorrect, actual events or results may vary significantly from those implied or projected by the forward-looking statements. No forward-looking statement is a guarantee of future performance.

In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based upon information available to us as of the date

on which the statements are made in this presentation, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

The forward-looking statements made in this presentation relate only to events or information as of the date on which the statements are made in this presentation. Although we have ongoing disclosure obligations under United States federal securities laws, we do not intend to update or otherwise revise the forward-looking statements in this presentation, whether as a result of new information, future events or otherwise.

Market & Industry Data

This presentation also contains estimates and other statistical data made by independent parties and by us relating to market-size and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Neither we nor our affiliates, advisors or representatives makes any representation as to the accuracy or completeness of that data or undertake to update such data after the date of this presentation.

Investment Highlights



Established business
since **1994**



Operating within a **\$23 billion**
growth industry



Consistent
organic growth
over the past 27 years



Seasoned **owner-led**
management team



First half 2022 revenue exceeding
\$27 million
2021 annual revenue exceeding
\$39 million



Large
acquisition opportunity
set within highly fragmented
industry



Market leader with strong
track record and **reputation**



Compelling financial profile:
Strong balance sheet, with
no debt and \$28+ million in
cash

Management Team



Andy Shape
President & CEO



Randy Birney
Executive Vice President



Steve Paradiso
Chief of Staff



Sheila Johnshoy
Chief Operating
Officer



David Browner
Interim Chief
Financial Officer



Jason Nolley
Chief Technology
Officer



Howie Turkenkopf
VP of Marketing



Steve Urry
VP of Sales



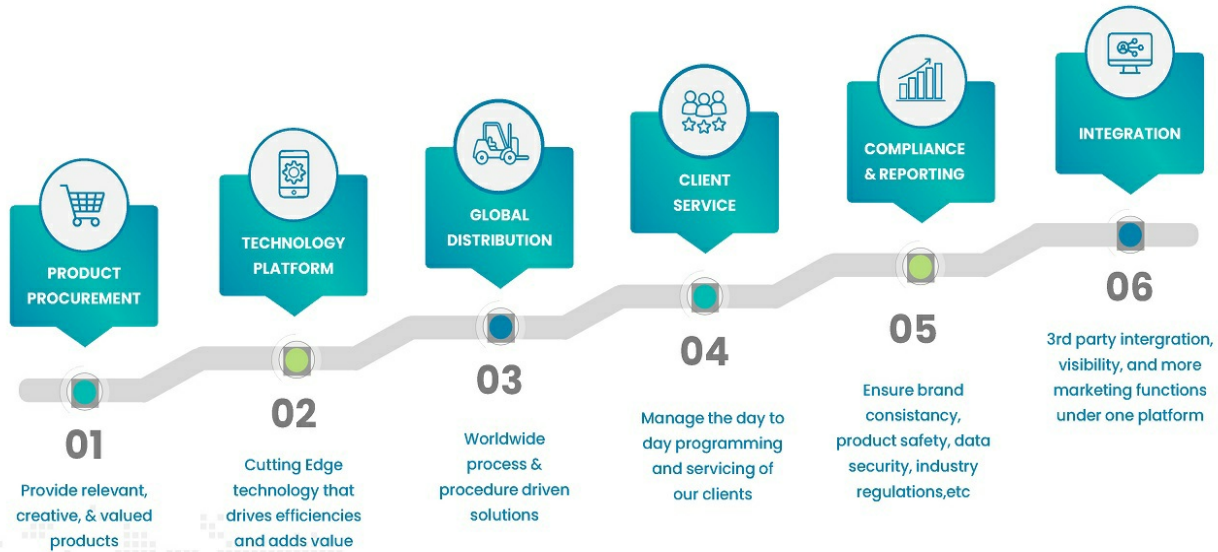
Laura Woodward
Director of HR



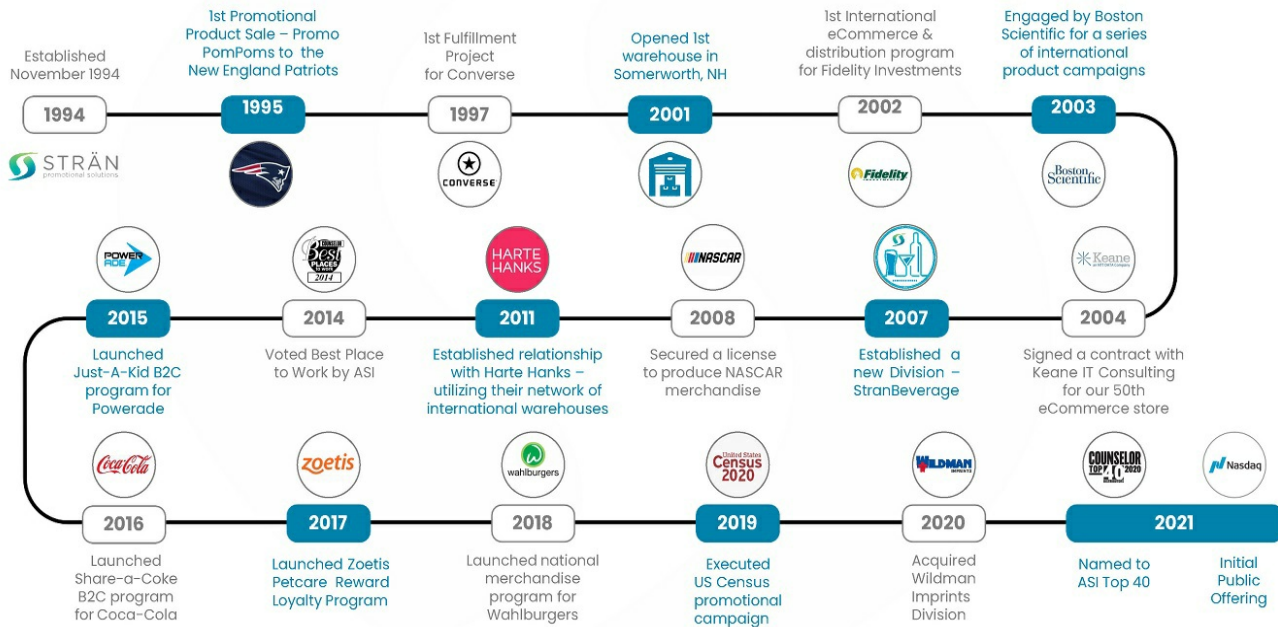
Jack Audibert
VP of Strategy &
Growth

What We Deliver

Comprehensive Program Managers delivering results



Stran - History of Our Business



Positioned to Deliver Sustainable Value Creation



TAM Opportunity
\$385 Billion

Including loyalty, print, promo, tradeshow, packaging*



Industry Specific Market Opportunity
\$23 Billion**

Promo Industry alone



Accelerated Revenue Growth
68%

First half 2022 vs first half 2021



Top Tier Customer Base
30+ Fortune 500 customers
2,000+ total customers



2022 First Half Revenue
\$27 million+
2021 Annual Revenue
\$39 million+



Years in Business
27 Years



Number of Employees
95+ employees



Strong Balance Sheet with no debt and cash exceeding
\$28 million



Acquisition Experience
\$20 million recent acquisitions



Profitable Margins
~30% gross margin
(2017-2021)



*See slide 18 for Total Addressable Market (TAM) by specific industry

** <https://www.asicentral.com/news/press/press-releases/february-2022/asi-reports-total-distributor-sales-of-promo-products-grew-nearly-12-in-2021/>

7

Promotional Products Industry Growth

\$23.2 Billion Industry in 2021

Most highly regarded form of advertising by recipients

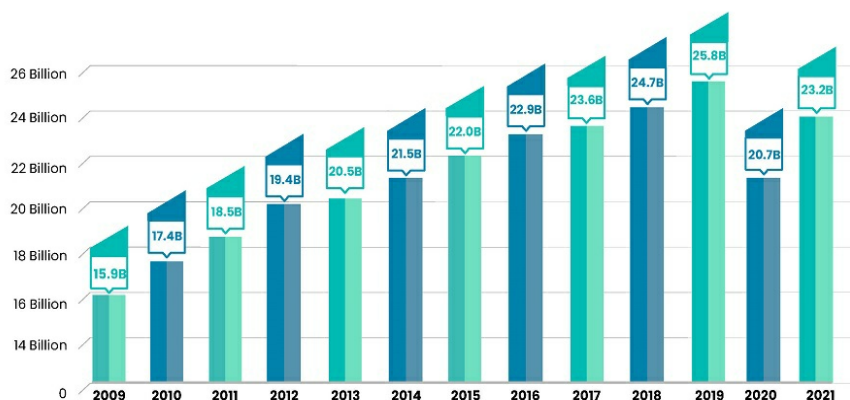
Highest recall rates

Gaining larger share of marketing spend

Creates greater brand awareness

Lowest cost per impression compared to other advertising

Continuous growth (3.2% CAGR from 2009-2021*) because of a shift in advertising and brand recognition spend



See page 31 in the appendix for more information on the effectiveness of promotional products.

* <https://www.asicentral.com/news/press/press-releases/february-2022/asi-reports-total-distributor-sales-of-promo-products-grew-nearly-12-in-2021/>



8

Industry Fragmentation

With over **23,000** registered distributors, this industry is ripe for consolidation



Majority of industry players are small with only a few employees



In 2021 the largest player was HALO with over \$822 million in sales – only a 3.6% share of the market



In 2021 only 33% of the market was shared amongst the top 40 Distributors; the balance spread between 23,000+ distributors



Requisite technology will drive future consolidation as smaller illiquid players struggle to keep pace



Stran is well positioned as Top 40 player:
Ranked #18 overall and 7th fastest growing in the USA by Print + Promo Magazine in 2020,

Ranked # 32 in USA by ASI's Counselor magazine in 2021



Stran has experience and proven success with over \$20mm in recent acquisitions



What Makes Stran Different

Name Recognition & Well-Regarded Reputation – people know who we are; both customers and industry professionals. Our visibility is enhanced through routinely speaking at conferences, being published in trade magazines, exhibiting at events, online presence, & referrals



Innovation

consistent focus on evolving our use of technology and our processes to stay ahead of the curve and deliver value



Creativity

bringing ideation and creativity to our clients with both products and comprehensive offerings



We Leverage the Latest Technology

making it easier for our customers to do business with us through custom developed solutions



Flexibility

ability to shift our focus to meet customer demands; products, pricing, logistics, technology, service, etc...



Global Network of Service Providers

long standing strategic global relationships that allow us to offer our services around the world



Supply Chain

established relationships with factories, suppliers, and logistics companies that allows us to meet the most demanding customer needs – including during a pandemic



Vision and Strategy

Top-down commitment to become the premier leader through organic and acquisition growth strategies



Culture

engaged collaborative culture with a customer first mindset



Leading Technology

Managing over 280 online stores for our customers

Invested millions of dollars into custom technology development over the past 7 years

Proprietary e-Commerce solution built on Magento 2.0

Our technology makes it easier for customers to do business with us

Makes customers sticky - they depend on our technology

Implementation of Oracle NetSuite

Allows for scalability

Creates efficiencies in order process



ORACLE
NETSUITE



Driving a Competitive Flywheel Effect



Competitive Analysis

		Online e-Retailers	Franchise Model	Large & Inflexible	Not Core Offering	Small Mom & Pop
Focus on Service	✓	✗	✓	✗	✗	✓
Creativity & Innovation	✓	✗	✗	✓	✗	✗
Flexible & Nimble	✓	✗	✗	✗	✗	✓
Customer Specific Technology	✓	✗	✗	✗	✗	✗
Clear Strategy	✓	✓	✗	✓	✗	✗
Program Managers	✓	✗	✗	✓	✓	✗
Financial Strength & Scalability	✓	✓	✓	✓	✓	✗








Blue-Chip Client Base



Growth Strategy



Merger & Acquisition Opportunity

-  Add geographic balance with a focus on acquiring a company in the branded merchandise space based in the Western US in the \$5mm-\$10mm Revenue range (Texas, California, Colorado, Oregon, Washington State)
-  Add additional smaller promotional companies in the \$2mm-\$5mm revenue range who lack the programmatic capabilities but have a min of 30% gross margins and comparable or improved profitability
-  Add businesses with complementary offerings to increase Stran's portfolio of services and depth of expertise in these additional industries:
 -  Packaging
 -  Loyalty & Incentives
 -  Decorators (Screen Print, Embroidery, Direct-To-Garment, Transfers etc)
 -  Event/Tradeshaw Service providers



Demonstrated M&A Success



Transaction closed September 26th, 2020

Structured as an Asset Purchase Agreement

New Office located in Warsaw, Indiana with 20 employees

Approximately 120 programs and over 1400 total customer accounts

2019 revenue in excess of \$10 million

Purchased existing inventory of approximately \$650,000 - majority with customer guarantees

3-year earn out:

- Year 1: 15% of gross profit
- Year 2: 30% of gross profit
- Year 3: 30% of gross profit



Transaction closed January 31st, 2022

Structured as an Asset Purchase Agreement

New office located in Gloucester, Massachusetts with 13 employees

Beverage specific customer accounts

2021 revenue in excess of \$7 million

Purchased existing inventory of approximately \$90,000 with claw-back guarantees

2-year fixed cash payments + 2-year earn out:

- \$500,000 cash + \$100,000 of restricted stock at closing
- Year 1: \$180,000 fixed payment + 70% of gross profit above \$1.5 million
- Year 2: \$300,000 fixed payment + 70% of gross profit above \$1.5 million



Transaction closed August 31, 2022

Structured as an Asset Purchase Agreement

New office located in Houston, Texas with 8 employees

Geographic customer base

2022 annualized revenue in excess of \$3 million

Purchased existing inventory of approximately \$124,000 with claw-back guarantees

4-year fixed cash payments + 4-year earn out:

- \$175,000 cash + \$100,000 of restricted stock at closing
- Years 1-2: \$37,500 fixed payment + 40% of gross profit above \$800,000
- Years 3-4: \$25,000 fixed payment + 40% of gross profit above \$800,000

Incremental Revenue Opportunities



References:

- Loyalty Industry: Incentive Marketing Association
- Print Industry: Ibis World
- Promotional Industry: Advertising Specialties Institute
- Tradeshow Industry: MarketingCharts.com
- Packaging Industry: Statista

Already in these spaces

Have established business relationships already in place

Capabilities to add these offerings to our tech stack

Ability to cross sell to current customer base to drive incremental revenue

Creates stickiness as one stop shop where Stran adds even more value

Capitalizing on industry disruption by using technology to our advantage



Financial Highlights



Accelerated Revenue Growth:
68% Half Year Growth 2021-2022



Sticky customer base
Over 30 Fortune 500 customers



First half 2022 revenue exceeding
\$27 million
2021 annual revenue exceeding
\$39 million



Over 280 online stores
managed by Stran



Strong gross margins:
Consistent 30% avg gross margin



Successful Acquisitions
Completed / Integrated \$20mm in acquisitions



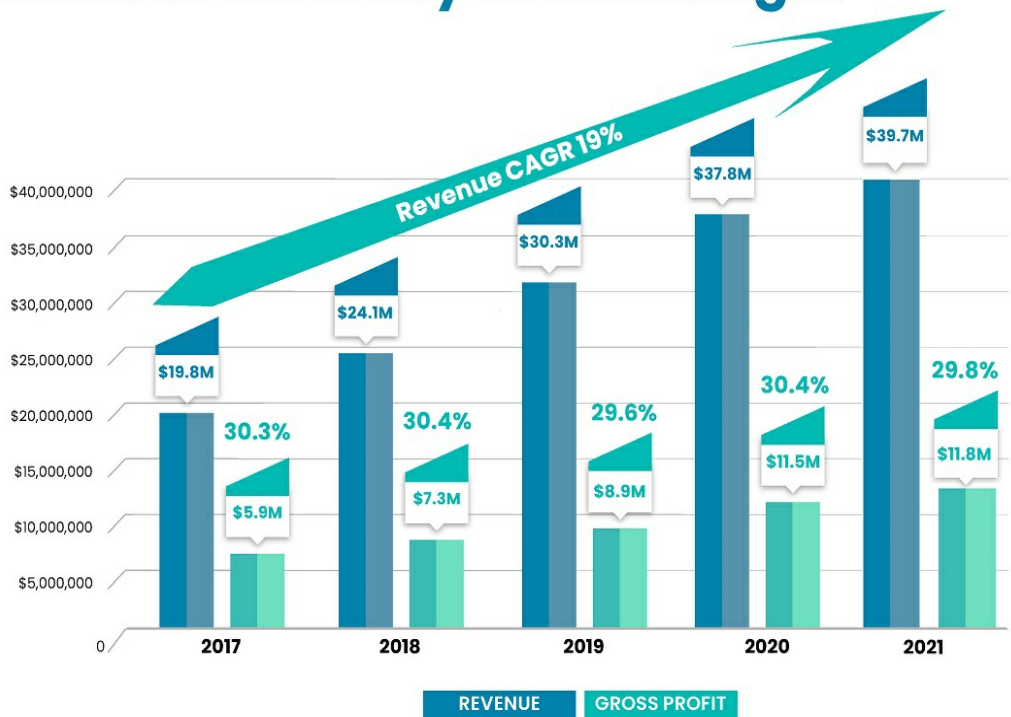
Accelerated Growth & Steady Gross Margin

Gross Profit has remained steady with growth

Ability to increase Margin even further with additional scale and more rebates

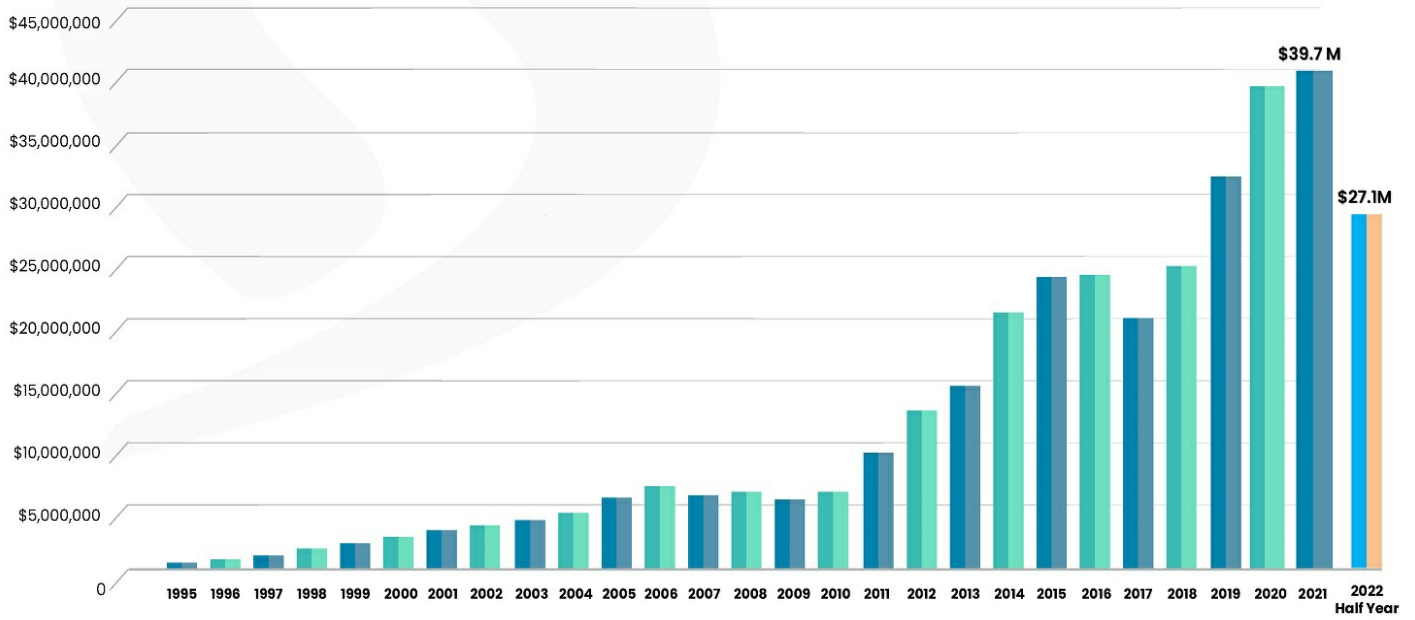
More value-added services demand higher margins

2017-2021, 19% CAGR



*Dollars in Millions

Long-Term, Consistent Revenue Growth



*Dollars in Millions



Investment Highlights



Established business since 1994



Operating within a **\$23 billion growth industry**



Consistent **organic growth** over the past 27 years



Seasoned **owner-led management** team



First half 2022 revenue exceeding **\$27 million**
2021 annual revenue exceeding **\$39 million**



Large **acquisition opportunity** set within highly fragmented industry



Market leader with strong track record and **reputation**



Compelling financial profile: **Strong balance sheet, with no debt and \$28+ million in cash**





Stran Promotional Solutions
 2 Heritage Drive, Suite 600.
 Quincy, MA 02171
 www.stran.com

Case Study – New York Runners



Transactional Opportunities

2017

\$400,000
Marathon
Poncho Order



Launched Rising NYRR

2018

National Rewards & Incentive Program \$1.2mm annually



Staff & Employee Uniforms

2018

Launched site that distributed uniforms for staff

Member Plus Mailings

2018

Direct mail campaign that sends rewards to NYRR members



NYRR Striders & Team For Kids

2019

Executed production, distribution, fulfillment for additional initiatives



NYRR Open Run

2020

Distributed products and communication to runners worldwide



NYRR Virtual Racing

2021

Helped launch virtual program that sends gifts to participants

Case Study - Wahlburgers



Case Study - Zoetis



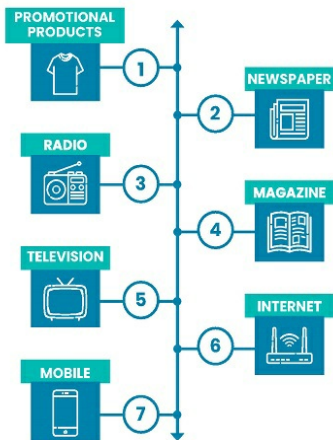
Appendix



Industry Value Proposition

Promotional Products and Branded Merchandise is the only form of advertising that has the potential to connect with all five senses. This drives a deeper connection and bond between the brand and its audience.

Promotional products are the most **highly regarded** form of advertising



Ranking from most liked to least liked

United States / Longevity



United States / Behaviors



The World Remembers 85%



Recall is highest for apparel items, as **85%** recall the advertiser that gave them a shirt or hat



Business Relationships & Associations

- Technology**
 - Magento
 - ORACLE NETSUITE
 - shopify
 - Web Jaguar
- Industry Associations**
 - AST
 - PPAI
 - facilisgroup
 - NEPPA
 - SAGNY
- Fulfillment**
 - HARTE HANKS
 - profill
 - PROPACK
- Print & Packaging**
 - CoEfficient
 - HARTE HANKS
 - SPIRE
 - SUPERIOR PACKAGING FINISHING
 - BOXUP
- Loyalty & Payments**
 - POWER MOTIVATE
 - Global Reward Solutions
 - CarltonOne ENGAGEMENT
 - onbe
 - QAZZ A SESMAN COMPANY

Global Network of Service Providers



Organic Growth



Direct Sales

Continue to build out sales team to uncover new opportunities and build relationships



Convert Transactional Customers to Program Customers

A large portion of our revenue is derived from program business, only a small portion of customers are considered programmatic.



Marketing efforts & Social Media

Continue to build sales and marketing tools and campaigns to promote Stran; including Social Media (over 8,800 Instagram followers) and other alternative platforms.



Search Engine Optimization and Inbound Marketing

Implemented HubSpot Inbound Marketing and will continue to deliver content and data to drive interest in Stran.



Tradeshows and Events

Identify and exhibit at appropriate shows and events. Exhibited at ProcureCon, NBWA, ExhibitorLive with success among other events.



Extend Network of Service Providers

Identify and approach additional printers, fulfillment companies, agencies, and other companies in synergistic industries to sell into their customer base.



Referrals

Continue to promote customer referrals by offering Stran's own loyalty and customer incentive program.



Comprehensive Capabilities & Offerings



Creative Ideation
& Product Development



Robust Product Sourcing
& Established Supply Chain



Feature Rich Technology Solutions
for both B2B and B2C application



Global Fulfillment & Distribution



Digital Print on Demand,
Direct Mail, & Print Management



Tradeshows & Event
Assets Management



Custom Speciality
& Retail Packaging



Loyalty, Incentive,
& Rewards Programs

