

# BHS Grads Partner with Local Promotional Company to Produce PPE

**P**ulsar Eco Products, owned by Beachwood High School graduates Eric (class of '90) and Mike (class of '80) Ludwig, has metamorphosed from a producer of creative consumer products for big-box retailers and cruise lines to manufacturing a weekly supply of 2.5 million personal protective equipment (PPE) masks. When consumer demands changed as a result of COVID-19, the company created a collaborative partnership with Barry Jacobson, owner of KMK Promotional Sales, a regional promotional products company, and chose another direction to cruise.

"We pride ourselves in being a go-to team for creative development, bringing to the table a unique mix of design, manufacturing, sourcing and distribution," Eric said. "So when this pandemic hit, we took our skillset and converted it to help heroes on the front lines, as well as companies and citizens, to stay safe."

Eric explained how they already had a manufacturing supply chain set up in China, so in January, when China went on lockdown, he and Barry Jacobson anticipated the mask shortage and began to manufacture medical and non-medical disposable masks, as well as KN95 respirator masks.

Customers now include Mayo Clinic, Akron Children's Hospital, the United States Navy, and the State of Maryland.

The Pulsar/KMK team has also donated masks valued at \$50,000 to local businesses, including University Hospitals' Rainbow Babies and Children's Hospital, MedWish International,

Heinen's, Dollar General, The Weil's, Menorah Park, Arden Courts, and Chagrin Valley Chamber of Commerce.

Pulsar is used to creating custom products, so they have expanded production to include color-printed disposable masks. "The general community will most likely be wearing masks for a long time, so we offer personal branding," Eric told us. "You can take a product that may be a commodity and make it interesting for different markets."

And that's what they did. They now offer custom masks for restaurants, delivery services, hospitality services, and more. Any customer that wants a minimum of 300,000 units may order custom-designed masks.

Both companies are proud to have kept their entire staff employed as they continue to look for creative solutions to address the COVID-19 crisis. "Keeping our employees and their families safe, working, and compensated was paramount for us and we are

proud to have accomplished this goal," said Barry.

"Our overall goal is simple," Eric said. "We plan to help people in our community and beyond protect themselves and others from the spread of COVID-19."

Eric and Mike's parents, Linda and Saul Ludwig, reside in Beachwood, a community that remains close to Eric and Mike's heart. With gratitude, they also contributed 2,600 additional masks to the Beachwood Police Department, Fire Department, Mayor's Office, and Menorah Park.

For more information, visit [www.pulsarkmk.com](http://www.pulsarkmk.com).

and distribution. Pulsar Products can be found in over 25,000 locations worldwide. For more information, visit [pulsarproducts.com](http://pulsarproducts.com).

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## About KMK Promote

Founded in 2006 from an expertise in building brands, KMK Promote offers unique, quality promotional products, excellent service, and customer-focused marketing. Located in Chagrin Falls, the company is a premier source for branding solutions. For more information, visit [kmkpromote.com](http://kmkpromote.com).

## About Pulsar Products

Pulsar is a thriving, entrepreneurial consumer product company servicing retailers, cruise lines, resorts, theme parks, and special events. Since 1997, this family business has been a go-to team for creative development, product design, manufacturing, sourcing,



Left: Eric Ludwig  
Above: Young man models sample of personalized mask.  
Right: Barry Jacobson

