



## **FLAGHOUSE CELEBRATES ITS 55<sup>TH</sup> ANNIVERSARY** *Company Reflects on its Past and Present Success*

Hasbrouck Heights, NJ – March 4, 2009. Over five decades ago, [FlagHouse](#) Inc. opened its doors in New York City's Greenwich Village to sell booster and fundraising items, including pennants and flags, giving rise to the company's name. Today, the company has grown to become a global supplier of resources for physical activity, recreation, education and special needs, with operations in Canada as well as the United States. As FlagHouse celebrates its 55th anniversary this year, the company reflects on its beginnings, and the keys to its continued success.

"Our story is one of continual change, experimentation and growth. The past fifty years have brought new challenges from the marketplace and changes in our customers' needs. Our company's response to those challenges and our ability to adapt has fueled our growth," said George Carmel, President of FlagHouse.

FlagHouse first launched as a provider of fundraising equipment in 1954. Eight years later, they expanded their product line to include sporting goods, which they marketed to summer camps. The [Physical Education/Athletic segment](#) quickly grew to dominate the company's business, and public schools became their largest customer base. Since then, FlagHouse has expanded to serve both public and private sectors; including schools, parks and recreation facilities, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals. As customers and their needs changed, so did FlagHouse.

"Interacting with the professional community motivates us to seek out new products to meet our customers' unique needs," remarked Carmel. "We're highly dedicated to finding solutions that help people and enhance their daily lives."

In addition to providing resources that allow people to participate in physical activity and recreation, FlagHouse recognized the lack of resources offered to support those with special needs. The company took action and their inventory grew to assist those with physical and developmental disabilities. Items for adaptive play, exercise and education were added. FlagHouse catalogs, [Giant Leaps](#)<sup>™</sup> and [Going Strong](#)<sup>™</sup>, began to feature assistive technology equipment, furniture for the clinical and classroom setting, and products to aid mobility, movement, motor skills and communications. The company was further positioned as a pre-eminent special needs resource supplier by becoming the North American distributor for [SNOEZELEN](#)<sup>®</sup> multi-sensory environments.

FlagHouse has also come to the forefront of the health and physical education industry by obtaining the publishing, marketing and distribution rights for [CATCH](#)<sup>®</sup> (Coordinated Approach To Child Health). CATCH is a nationally acclaimed, evidence-based coordinated school health program that is designed to promote physical activity and healthy food choices and prevent tobacco use in pre-school, elementary and middle school-aged children. CATCH is now being implemented in over 7,500 schools and recreational centers across the United States, and is a proven tool for combating the growing epidemic of childhood obesity.

Although FlagHouse is continually changing, there are some things that will always remain the same. Carmel commented, "First and foremost, we will always aim to ensure that our customers are extremely satisfied in all of their dealings with us. We will continue to offer products that embody quality, innovation, and value. We believe that the solutions we provide make a difference in the lives of others. We have a strong sense of pride in what we sell and we deeply value our relationship with our customers, suppliers and employees. This pride and excellence is what has driven our company for the last 55 years, and will continue to do so in the years ahead."

**In honor of its 55th anniversary, FlagHouse is offering a 110% quality guarantee. For more information, visit [www.Flaghouse.com](http://www.Flaghouse.com) or call 800-793-7900.**

FlagHouse is a premier global supplier of resources for physical activity, recreation, education and special needs. Headquartered in Hasbrouck Heights, New Jersey, and with operations in the United States and Canada, FlagHouse has over 50 years experience responding to customer's changing needs. Their mission is to enhance the quality of life for people of all ages and abilities. FlagHouse markets its products through catalogs including [Physical Education and Recreation™](#), [Going Strong™](#), [Flying Start™](#) and [Giant Leaps™](#) and through their web site [www.flaghouse.com](http://www.flaghouse.com). In addition to being the North American distributor for [SNOEZELEN®](#) multi-sensory environments, FlagHouse holds the publishing, marketing and distribution rights for [CATCH®](#) (Coordinated Approach to Child Health). FlagHouse serves both the public and private sectors through relationships with schools, parks, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals.

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