

# Upperclass Awards moves to downtown Beloit

By Hillary Gavan Senior Staff writer | Posted: Monday, June 20, 2016 4:00 pm

BELOIT — Upperclass Awards, a division of Custom Awards Inc., is sporting a new downtown location and new offerings including customized T-shirts and a new jewelry line.

The business relocated to 408 E. Grand on May 1 from its former location at 1949 St. Lawrence Ave.

"We have been dreaming of being part of downtown Beloit for two years. When Creative Awards closed in November we really felt the need to bring awards back to downtown Beloit so our community had easier access to their plaques and trophies," said Melissa Bach, who runs the business with her husband, Doug.

Custom Awards Inc., is a wholesale supplier of wooden products for the awards industry which offers plaques, frames and bases. It's been in business since 1972, and Doug and Melissa Bach purchased the business in 2010. The business has six employees including T-shirt designer Brooke Dascher, engraving specialist Kristine Schend, shop foreman and woodworker Eddie Kingsley, assembler Kamryn Bach as well as Doug and Melissa.

The Upperclass Awards division of the business specializes in plaques, trophies, medals and promotional productions. The business allows customers to personalize everything from phone cases, picture frames and garage signs to apparel.

"What's great about the company is how we manufacture our wooden plaques right in Beloit, Wisconsin, which keeps our products green and locally-made," Melissa Bach said.

In December the Bachs said they started seriously considering the move as they were outgrowing their showroom and wanted people to know there was someone in Beloit to fill the need for awards products.

"We looked at properties in March and by May 1 we were moving in," she said. "Downtown Beloit is so much fun. We feel privileged to be a part of it."

The downtown location is offering 'print and go' custom T-shirts with over 50 designs to choose from including offerings for Turner, Beloit Memorial and Hononegah high schools with the South Beloit offerings coming soon.

"You can literally get a T-shirt in five minutes. You pick your colored T-shirt and your design, then we print



## Upperclass Awards

Hillary Gavan/Beloit Daily News(From left): Upperclass Awards T-shirt designer Brooke Dascher, engraving specialist Kristine Schend and co-owners Doug and Melissa Bach pose for a photo at their new downtown location.

it and you walk out the door,” Melissa Bach said.

There is creative apparel for holidays, family reunions, breast cancer or other disease awareness. Upperclass Awards can do singular orders or up to hundreds of orders for T-shirts, polos, hoodies, T-shirts, jackets or hats.

The new downtown location is also home to the store’s new \$5 jewelry line.