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Destroyer.Rocks Extends Longstanding Licensing Agreement with American Hockey League National Licensee Relationship Continues Partnership Spanning More Than Two Decades

JACKSONVILLE, Fla. — Destroyer Promotional Products, LLC, doing business as Destroyer.Rocks, announced today that it has extended its licensing agreement with the American Hockey League (AHL), continuing a relationship between the Jacksonville-based sports merchandise company and the league that has spanned more than two decades.

Destroyer.Rocks has served as a National Licensee of the American Hockey League for more than 20 years, developing licensed merchandise and specialty products for AHL teams throughout North America.

The extension allows Destroyer to continue working with AHL clubs and utilizing team names, logos and marks on approved licensed merchandise.

The American Hockey League features 32 teams and serves as the top development league for all 32 National Hockey League organizations.

For Destroyer founder and CEO Jeff Bouchy, extending the agreement represents much more than maintaining another license.

“The AHL has been part of Destroyer for more than two decades, and that means a tremendous amount to us,” said Jeff Bouchy, CEO of Destroyer.Rocks. “There aren’t many business relationships that last 20-plus years. We’ve grown up alongside many of these organizations, built friendships throughout the league and created thousands of products for AHL teams and their fans. We’re extremely proud to continue being a National Licensee.”

The relationship between Destroyer and the AHL extends well beyond traditional licensed merchandise. Over the years, Destroyer has worked with teams throughout the league on promotional giveaways, retail products, apparel, headwear, bobbleheads, plush and other custom merchandise.

“Destroyer has been part of the AHL’s licensing family for more than two decades, and we’re pleased to continue that relationship,” said Sean Lavoine, Vice President, Marketing and Licensing for the American Hockey League. “Jeff and his team understand our league, our clubs and our fans, and we appreciate the creativity and experience they continue to bring to the AHL marketplace.”

Lavoine oversees the AHL’s licensing program as part of his responsibilities as Vice President, Marketing and Licensing.

Bouchy said hockey has played a particularly important role in Destroyer’s development since the company’s earliest years.

“Hockey has always been a huge part of who we are,” Bouchy said. “It’s a sport with incredibly passionate fans and organizations that aren’t afraid to have some fun with their promotions and merchandise. That fits Destroyer perfectly. Some of the most



creative products we've made over the years have come from working with hockey teams."

Destroyer's connection to the AHL also extends into sports retail. Since 2007, Destroyer Merchandising Company has operated The Zone - Grand Rapids, the official team store of the Grand Rapids Griffins, the AHL affiliate of the Detroit Red Wings.

Earlier in 2026, Destroyer and the Griffins extended that relationship for another five years. In June, The Zone - Grand Rapids was also recognized at the AHL Marketing Meetings for achieving 20% growth in gross merchandise revenue.

For Bouchy, relationships like the one with the AHL demonstrate the importance of longevity in an industry where trust is earned over many seasons.

"Anyone can become a vendor. The hard part is still being there 20 years later," Bouchy said. "You have to deliver. You have to take care of people. You have to evolve as the business changes, and you have to continue bringing new ideas to the table. The fact that the AHL continues to trust Destroyer after more than two decades is something I'm personally very proud of."

Destroyer.Rocks plans to continue expanding its licensed AHL merchandise offerings while working directly with individual clubs to develop products designed specifically for their markets and fan bases.

"We still get excited when an AHL team calls us with an idea," Bouchy added. "After more than 20 years, we're not looking at this relationship and saying, 'Look how long we've been here.' We're looking at it and asking, 'What can we create next?' That's why we're excited to extend the agreement and continue this relationship."

About Destroyer.Rocks

Destroyer Promotional Products, LLC, dba Destroyer.Rocks, is a Jacksonville, Florida-based sports merchandise, promotional products and custom manufacturing company serving professional and collegiate sports organizations throughout the United States and Canada.

Founded by CEO Jeff Bouchy, the company has more than two decades of experience developing custom promotional products, licensed merchandise, retail merchandise and specialty items for teams and organizations across the sports industry.

Destroyer.Rocks combines creative product development, overseas manufacturing capabilities and domestic production resources to provide sports organizations with products designed specifically for their brands, fans and events.

About the American Hockey League

The American Hockey League has been in operation since 1936 and serves as the top development league for all 32 National Hockey League teams. The AHL enters its 91st season in 2026-27 with 32 member clubs across North America. Nearly 90 percent of today's NHL players are AHL graduates, and more than 100 honored members of the Hockey Hall of Fame have spent time in the American Hockey League during their careers.

Media Contact

Carie Hanawalt
Destroyer.Rocks



Jacksonville, Florida
carie@destroyer.rocks
855-968-7625
www.destroyer.rocks