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The Zone - Grand Rapids Honored by American Hockey League for 20% Growth in Merchandise Revenue

Grand Rapids Griffins Team Store Recognized at AHL Marketing Meetings

GRAND RAPIDS, Mich. — The Zone - Grand Rapids, the official team store of the Grand Rapids Griffins operated by Destroyer Merchandising Company, LLC, was recognized at the American Hockey League's annual Marketing Meetings for achieving 20% growth in gross merchandise revenue.

The recognition comes during a significant year for the longstanding relationship between Destroyer and the Griffins. In April, the two organizations agreed to a new five-year extension for Destroyer to continue operating The Zone and overseeing the Griffins' retail merchandise business.

Destroyer's relationship with the Griffins dates to May 27, 2007, when the company first assumed full responsibility for operating the team's retail merchandise business. What was a completely new business venture for Destroyer at the time has grown into an important part of the company's operations nearly two decades later.

Destroyer CEO Jeff Bouchy credited Griffin Skinner and The Zone staff for the store's performance and the recognition from the American Hockey League.

"This award belongs to Griffin Skinner and his staff," said Jeff Bouchy, CEO of Destroyer Merchandising Company. "Twenty percent growth in merchandise revenue doesn't happen by accident. Griffin and his team are the ones in the store every day working with our customers, managing the merchandise and constantly looking for ways to make The Zone better. I'm incredibly proud of what they've accomplished, and they deserve the recognition for these results."

Skinner said the growth reflects a team effort and a continued focus on understanding what Griffins fans want from their team store.

"We're fortunate to have an incredibly passionate fan base in Grand Rapids, and our staff works hard to give them a merchandise selection and shopping experience that reflects that passion," said Griffin Skinner of The Zone - Grand Rapids. "This recognition is really a credit to our entire staff. Twenty percent growth is something we're very proud of, but it also gives us a new benchmark to try to beat."

The recognition is particularly meaningful to Bouchy because of Destroyer's nearly two-decade relationship with the Griffins and the Grand Rapids community.

"We genuinely love Grand Rapids and the Griffins organization," Bouchy said. "We've been doing this together since 2007, and after all these years, we're still finding ways to grow the business. To receive this recognition from the AHL in the same year that we extended our agreement for another five years makes it even more special."

The Griffins are the American Hockey League affiliate of the NHL's Detroit Red Wings and have won Calder Cup championships in 2013 and 2017.



Destroyer's experience operating The Zone has also provided the company with a unique perspective on the sports merchandise industry. By working directly with fans at the retail level, Destroyer is able to see firsthand which products, designs and price points resonate with consumers.

"One of the biggest advantages we have is that we actually operate stores," Bouchy said. "We don't have to guess what fans are buying. Skinner and his staff see it every night. They see what fans pick up, what they try on, what they buy and what they walk away from. That information is incredibly valuable, not only for The Zone but across our entire merchandise business."

The award follows the April 2026 announcement that Destroyer Merchandising Company and the Grand Rapids Griffins had agreed to a five-year extension of their team-store partnership, continuing a relationship that is approaching its third decade.

"When we took over The Zone in 2007, operating team stores wasn't even on our radar," Bouchy added. "Now it's something we absolutely love doing and don't ever want to stop. Having people like Griffin and his team who take ownership of the business and care about the store and our customers is a huge part of why. Twenty percent growth is something to celebrate — and knowing Griffin and his staff, they're probably already thinking about how they're going to beat it next year."

About Destroyer Merchandising Company

Destroyer Merchandising Company, LLC operates team retail stores and merchandise operations for professional sports organizations. Its retail business grew from the company's relationship with the Grand Rapids Griffins and the operation of The Zone beginning in 2007.

Destroyer's retail operations complement the broader capabilities of the Destroyer family of companies, which provide custom merchandise, promotional products, apparel and specialty products to professional and collegiate sports organizations throughout the United States and Canada.

About The Zone - Grand Rapids

The Zone - Grand Rapids is the official team store of the Grand Rapids Griffins, offering Griffins apparel, headwear, collectibles and other officially branded merchandise to fans.

About the Grand Rapids Griffins

The Grand Rapids Griffins are a professional hockey team competing in the American Hockey League and the AHL affiliate of the NHL's Detroit Red Wings. Based in Grand Rapids, Michigan, the Griffins have won two Calder Cup championships, in 2013 and 2017.

Media Contact

Carie Hanawalt
Destroyer.Rocks
Jacksonville, Florida
carie@destroyer.rocks
855-968-7625
www.destroyer.rocks