



All USA Clothing, Buy Michigan Now kick off holiday push

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A couple of local websites want you to shop locally this year.

All USA Clothing and Buy Michigan Now are making a push to get more people to buy products made in Michigan or at least in the good ole U S of A. Buy Michigan Now specializes in highlighting Michigan-made products while All USA Clothing focuses on selling clothing made in the U.S. by union workers.

All USA Clothing, based in Taylor, got its start in 1979 and employs about 20 people. It went online about two years ago and has since fine tuned its online marketing strategy and search engine optimization to make it a top hit in searches for its keywords.

"The amount of traffic and sales we get has increased exponentially," says Michael Zerkel, president of [All USA Clothing](#).

It plans to branch into corporate sales next year and hopefully add some more staff. Meanwhile, BuyMichiganNow is celebrating its second year. It has managed to gather the support of a number of local institutions and hopes to expand its reach even farther next year.

Source: Michael Zerkel, president of All USA Clothing

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