



&



"Optimism is a practice.

It empowers us to navigate the hard stuff while choosing to focus more energy on the good stuff.

Scientific research has shown it enhances well-being and bolsters our resilience.

It also makes life a hell of a lot more fun."

Life Is Good

In 1989, Bert and John Jacobs designed their first tee shirt. They knew nothing about the business.

For five years, the brothers hawked tee shirts in the streets of Boston and traveled the East Coast, selling door-to-door in college dormitories.

They collected some good stories, but were not very prosperous. They lived on peanut butter and jelly, slept in their van, and showered when they could.

Chicks were not impressed.

Original Jake drawing, July 1994

By the Fall of 1994, heading home from a long, less-than-fruitful roadtrip, Bert and John were desperately searching for answers to keep the dream alive. Little did they know, the only answer they needed was back in Boston, hanging up on their apartment wall.

Jake's contagious grin, simple as it was, seemed to express everything the Jacobs brothers believed in.

First day ever selling Life is good, Cambridge Street Fair, September 1994 One fateful September day, they printed up 48 Jake shirts for a local street fair in Cambridge, Massachusetts. They laid the shirts out on their rickety card table. By noontime, all 48 of those tees were gone. A star was born.

Soon Jake was introduced to local retailers, and his simple message of optimism was embraced like nothing the brothers had ever seen. As demand for product soared, Jake's team grew, and the Little Brand That Could began to spread across America.

Today, the New England based brand stays close to its roots, with an emphasis on simplicity, humor and humility. Through Life is good Festivals, positive products, and a steady dose of ping pong, Jake's crew does its best to keep the good vibes flowing

The Life is Good story is a great one

Through their hard work, determination, and unwavering OPTIMISM, Bert and John Jacobs created one of the most iconic lifestyle brands in the United States and beyond. More than fifteen years ago, The Beacon Group forged an amazing and mutually rewarding business relationship with LIG.

So many projects and collaborations over the years and our partnership and friendship continues to grow. The opening of their new 398,000 Sq.Ft state-of-the-art distribution center in Hudson, New Hampshire is possibly the hallmark of our works with Life is Good.



The Beacon Group was awarded the opportunity to assist in the design, procurement and implementation of their material handling system in this new facility.

Our component of this massive undertaking included New Conveyor, relocating existing conveyor and sorting equipment, updating the controls software and WMS interfacing, and relocating existing racking from their multiple locations.



Congratulations and thank you for your continued support and optimism!



Photo taken May 13, 2024 (L to R): Life is Good VP of Operations, Keith Campbell along with The Beacon Group CEO, George Yfantopoulos, President, Kevin Ahern, and National Sales Director, Jack Leathersich