



## **FMI Associate Member Search Results**

This search was performed on 04/12/2026 at 02:49 AM

If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

FMI  
251 18th Street S., Suite 1200  
Arlington, VA 22202  
Phone: 202.452.8444 | Fax: 202.429.4519

## BLUEOCO

Address: 2950 Prairie Street SW  
#1000  
Grandville, MI 49418-2694



Tel: 616-241-0184

Website: <https://www.blueoco.com/>

Products / Services: Baking/Roasting Equipment; Nonfoods; Hard Goods; Health & Beauty Care; Household Products/Cleaning/Supplies; Private Brands

Company Description: BLUEOCO is the parent company of 11 brands. We have a relentless focus on growing sales in existing and new categories by introducing NEW and INNOVATIVE products that customers have never seen, but instantly recognize the function, fashion, trend and great value.

Since our inception, we have launched over 1,000 products in retail stores and online.

Primary Contact: Bryan O'Connell  
Chief Executive Officer

Brands: KOLORAE, VIOVIA, PRIAVERA, BARY3, BROXAN, KATELLE, ELLE & KATE, BLUE PAWS  
COUNTERTOP CAFE, PRIABELLA, MASQARAE, GECKOBRANDS

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