

For Immediate Release

alphabroder's Vice President of Portfolio & Supplier Management, Andrea L. Routzahn, Recognized as a 2014 Wearables Trendsetter

TREVOSE, PA – October 27, 2014 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is proud to announce that Andrea L. Routzahn (Engel) has been acknowledged as one of this year's Wearables Trendsetters. In the [Wearables feature story](#), Andrea is considered an apparel authority, responsible for blazing new trails and changing the way business is done.

As the Vice President of Portfolio & Supplier Management, Andrea oversees the creative direction and business management of alphabroder's private label, retail and industry trade brands. Andrea's innovative thinking definitely sets her apart from the rest, and it's what enables her to recognize and capture new opportunities on a consistent basis. Andrea joined what was then Alpha Shirt Company in November 2003, left in March 2009 to lead product development for an elite team brand, then very happily rejoined alphabroder in May 2013. Her depth of knowledge in the industry further enhances Andrea's ability to analyze and dissect data, and to stay on top of upcoming fashion trends/opportunities that are best suited for the promotional apparel market.



“Andrea is not only great at bringing innovative concepts to market, she is also very pragmatic as it relates to what she brings into the promotional apparel channel,” said Dan Pantano, President, alphabroder. “She has the experience to know what will resonate with our customers’ customer, and also understands the need for alphabroder to work in partnership with our valued suppliers to bring new products to market and to deliver the best choice, depth and breadth of any assortment in the industry.”

Andrea's ultimate goal and number one priority in her career is to best serve alphabroder's customers with an industry-leading product assortment that delivers effectively on their promotional apparel needs. “Nothing makes me happier than designing and developing products that speak to the widest audience possible,” said Andrea L. Routzahn. “When I can connect with a particular customer or end-user need, and develop a product that fits that need, I'm extremely happy. At alphabroder, I get to use all of my talent and past experiences across a wide variety of products in every category and every price point; that's the best part of my job.”

Andrea is particularly proud of the mid-year re-launch of [Authentic Pigment](#) (a lifestyle brand combining specialty garment dyeing and finishing techniques, soft and cozy fabrics, and modern silhouettes for the ultimate in authentic, casual apparel and accessories). The brand has evolved, and both the imagery and new styles have gone through a recent transition to a youthful and vibrant approach, focusing on various segments



of the market such as the resort, collegiate and retail markets. “Working with our internal creative team, we designed a new brand logo that is fresh, modern and evocative of the unique character of the brand,” said Andrea. “The new logo features ‘Authentic’ prominently, and a homage to the ‘pig’ icon of the past (via the little stylized pig’s tail on the ‘g’ in the word ‘pigment’) has been added as well. The new brand slogan, ‘True to Your Spirit’ not only speaks to the definition of authentic, but also speaks to the audience for whom this brand was developed: those who are individualistic, artistic, and non-conventional.”

Everyone on Andrea’s team can also agree that her leadership skills are second to none: “Andrea highly values the team’s input and continuously encourages an open dialogue of ideas on a day-to-day basis,” said Elson Yeung, Director of Private Label Design & Merchandising, alphabroder. “Andrea has an innate ability to recognize the strengths of those on her team, and her philosophy aligns perfectly with this ability, as she is a strong believer of collaboratively working together to make well thought-out decisions.”

Contact:

Nadia Santoli, Communications Manager

P: (905) 787-5636

E: nsantoli@alphabroder.com

About alphabroder

Founded in 1919, formerly known as Broder Bros., Co., alphabroder is North America’s largest distributor of trade, private label and retail apparel brands and merchandise to the imprinting, embroidery and promotional product industries. alphabroder offers more than 40 brands including a broad selection of trade brands from Gildan®, Hanes®, Fruit of the Loom®, Jerzees® and Bella + Canvas® to an extensive assortment of retail brands including adidas® Golf, Champion®, Russell Athletic®, alternative®, and Dickies®. With the addition of Ash City, alphabroder also offers industry-leading private label brands including North End Sport® Red, North End Sport® Blue, North End®, Extreme®, Core365™, Authentic Pigment, Devon & Jones®, Harriton®.