

For Immediate Release

## alphabroder Recognized for Cutting-Edge Leadership and Premier Brand Styles

TREVOSE, PA – February 13, 2015 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is proud to have received several notable industry achievements recently:

- In [Wearables' February 2015 issue](#), the best apparel and accessories in the industry are honored in the **8<sup>th</sup> Annual Wearables Apparel Design Awards**. The North End Sport® Red Flux Mélange Bonded Fleece Jacket ([88697/78697](#)) has received the **Best Use of Color Award**. Loaded with visual appeal and dynamic details, this jacket enhances any active look with its mélange fabric texture, stretch storm cuffs with thumbholes, contrast zippers and contrast coverstitch details. The North End Sport® Red Immerge Insulated Hybrid Jacket with Heat Reflect Technology ([88696/78696](#)) also received a First-Runner Up accolade in the category of **Best Apparel Innovation**. Featuring unique details like stretch storm cuffs with thumbholes to keep the wearer feeling warm, and a detachable cloth system that is convenient for cleaning eyewear, this garment has everything you need on and off the slopes. Both awards are voted on by ASI distributors based on the following criteria: design appeal, wearability and overall look.
- The North End Sport® Blue Avant Tech Mélange Insulated Jacket with Heat Reflect Technology ([88698/78698](#)) has recently been presented with a **Top Product of 2015 award** in **Marketing Edge's** February 2015 issue. Not only will wearer's look sharp in this retail-inspired piece, but they'll feel warm thanks to its proprietary Heat Reflect lining. Other features include adjustable cuffs with tabs and thermal retention shockcord at hem that creates an easily customized tailored fit, roll-away hood that provides versatility when the weather is unpredictable, and a soft touch rib gaiter to keep the cold out and the warmth in. Nine judges, comprised of industry experts from various market sectors (including promotional product distributors and promotional product corporate buyers), judged submissions based on the following criteria: innovation, functionality, quality, attractiveness, value, decorating technique, promotional branding visibility and overall impression.
- Norman Hullinger (CEO of alphabroder) and Doug Hayes (President of alphabroder Canada) have ranked **#1** on **Stitches' Annual Power 75 List**. In the feature story within [Stitches' online issue](#), both leaders are recognized for successfully spearheading the integration between alphabroder and Ash City®.



“We are incredibly honored and appreciative for these recent North American industry recognitions,” said David Clifton, CMO, alphabroder. “Our level of expertise, and commitment to quality and innovation, is certainly solidified by these accolades - and we will eagerly continue to develop premier products and services that will resonate well with our customers and in turn, their customers and end users.”

For more information on alphabroder's award-winning products, please visit: <http://www.alphabroder.com> (USA) or <http://www.alphabroder.ca> (Canada).

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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<sup>®</sup>, Hanes<sup>®</sup>, Fruit of the Loom<sup>®</sup>, Jerzees<sup>®</sup> and Bella + Canvas<sup>®</sup> to an extensive assortment of retail brands including adidas<sup>®</sup> Golf, Champion<sup>®</sup>, Russell Athletic<sup>®</sup>, alternative<sup>®</sup> and Dickies<sup>®</sup>. With the addition of Ash City, alphabroder also offers industry-leading private label brands including North End Sport<sup>®</sup> Red, North End Sport<sup>®</sup> Blue, North End<sup>®</sup>, Extreme<sup>®</sup>, Core365<sup>™</sup>, Authentic Pigment, Devon & Jones<sup>®</sup>, Harriton<sup>®</sup> and Team 365<sup>™</sup>.