

*For Immediate Release*

## **alphabroder and Bodek + Rhodes Combine to Create a New Industry Standard For Product, Quality and Availability**

TREVOSE, PA, December 4, 2015 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is pleased to announce the addition of Bodek and Rhodes to its family of brands. The combination of these two great companies establishes a new standard in the industry for product, quality, and availability.

“As a family business, Bodek and Rhodes gave careful consideration to our customers and employees and we feel that we have chosen a partner that matches our values and commitment,” said Mike Rhodes, CEO of Bodek and Rhodes. Mike and members of his family will continue as owners in the combined company and Mike will serve on the Board of Directors.

As plans were being formed for the integration of these two great companies, Norman Hullinger, CEO of alphabroder and Mike agreed to place one priority above all else: Exceeding current customer delivery and service levels.

Said Norman, “The combination of these companies was born out of input from our Customers, so we will honor this by continuing our sharp focus on their businesses. Bringing our organizations together will provide us with the flexibility and agility to focus 100% on our Customers – to deliver best- in-class solutions to help their businesses succeed. This merger provides our Customers with unmatched product choice, reach, delivery and availability.”

alphabroder is committed to the ongoing growth of the company. Bodek and Rhodes is the third significant company to join the alphabroder family in the last three years, having added Ash City Worldwide in 2014 and Imprints Wholesale in 2012.

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**About alphabroder:**

Founded in 1919, alphabroder is North America’s largest distributor of trade, private label and retail apparel brands and merchandise to the promotional products marketplace. alphabroder offers more than 40 brands including a broad selection of retail and trade brands from Gildan®, Hanes®, Fruit of the Loom®, Jerzees®, Bella + Canvas®, Next Level®, American Apparel®, adidas® Golf, Champion®, alternative® and Dickies® as well

as private label brands including UltraClub®, North End Sport®, North End®, Core365™, Devon & Jones®, Harriton and Team 365™.