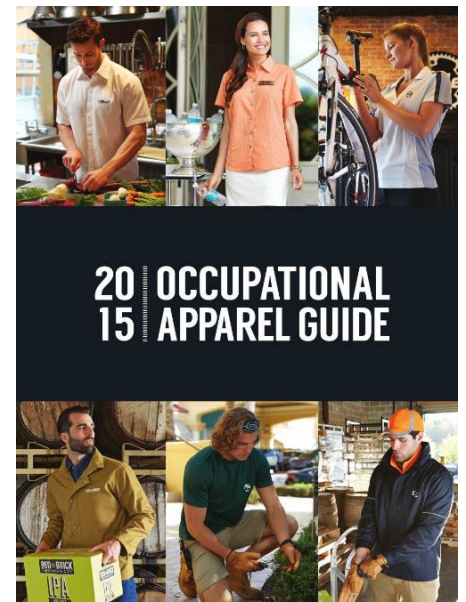


For Immediate Release

alphabroder Introduces 2015 Occupational Apparel Guide, Featuring 21 New Harriton Styles and Complementary Apparel & Accessories from 16 Respected Brands

TREVOSE, PA – June 23, 2015 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is pleased to offer the 2015 Occupational Apparel Guide to its U.S. Customers, beginning today. Featuring 21 new styles from alphabroder’s very own Premier Brand, Harriton, as well as apparel and accessories suited for diverse industries from 16 other respected brands¹, each style within the guide is designed to meet the specific needs of a demanding work environment. To make finding product easy, the guide displays apparel best suited for eight focused industry categories (Food & Beverage, Hospitality & Resort, Sales & Service, Business Identity, Manufacturing & Warehouse, Tradesmen & Craftsmen, Outdoor & Performance, Specialty Occupations), as well as by product category listing (through an index at the back of the book).



The new styles from Harriton focus on the unique needs of the working world. Workers, like athletes, require durable apparel that looks great, and helps them get their job done successfully. Each Harriton style is engineered to perform, including the Harriton Auxiliary Canvas Work Jacket ([M705](#)). Suitable for tradesmen and craftsmen, this rugged piece features a storm flap with metal snaps and inside placket for added protection, convertible fold down collar which offers a unique, yet classic workwear look, and a water-resistant finish to keep the wearer dry and comfortable in all conditions. The Harriton Advantage IL Snap Placket Performance Polo ([M345/M345W](#)), on the other hand, is a must-have style for the food and beverage industry, as well as for manufacturing and warehouse workers. This IL (Industrial Launder) notated garment has been particularly tested to 75 washes, according to the American Association of Textile Chemists & Colorists (AATTC), and stands up to safety and food handling protocols with its no pocket styling and center front snap placket closure. The Harriton Key West Short-Sleeve Performance Staff Shirt ([M580/M580W](#)) is the ultimate performance shirt, ideal for hospitality and resort industries, as well as food and beverage professionals. Given its moisture-wicking and anti-microbial performance, and back vent system, this functional style will keep the wearer feeling dry and comfortable all day long, especially in warmer conditions. Integrated collar stays and a structured collar stand gives a professional and polished look, while the chest pockets offer added convenience and functionality.

¹ Extreme, North End®, Dickies®, DRI DUCK, Walls®FR™, Bayside®, Alternative®, CODE FIVE, Econscious, Gemline, Big Accessories, Liberty Bags, Headsweats®, Flexfit®, Yupoong and Adams.

“The Occupational Apparel Guide truly acts as a one-stop shop for workwear outfitting opportunities within various industries and vertical segments,” said Andrea L. Routzahn, Senior Vice President of Portfolio & Supplier Management, alphabroder. “The products presented by Harriton and the complementary brands are, simply put, built to work. Customers can think of this user-friendly guide as being the perfect marriage between classic workwear styling and functional, on-trend design.”

Beginning today, customers across the USA will have the opportunity to shop for each collection by visiting www.alphabroder.com or contacting the alphabroder Customer Service Department at 1-800-523-4585. To download the digital version of the guide, please click [here](#).

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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®, 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 and Team 365™.