

## **alphabroder Launches Puma Sport and Puma Golf**

**TREVOSE, PA – August 19, 2019** alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is pleased to announce the addition of Puma Sport and Puma Golf to both its U.S. and Canadian lines.

Beginning today, alphabroder is proud to bring Puma Golf to its Customers. Puma Golf features products as seen on the PGA and LPGA tour. This line features 23 styles for both men and women and ranges from polos to quarter-zips as well as hats and other accessories.

Additionally, all Customers will have access to Puma Sport styles, which harkens back to the legacy of the Puma brand. This re-imagined line features 8 styles and aids in giving the whole line a modern feel. Andrea Routzahn, Sr. Vice President Portfolio & Supplier Management, Portfolio & Supplier Management, said “I am very excited about every style in the assortment. I think the line has the right product assortment and every piece is a winner.”

Greg Holman, Key Account Manager for Cobra Puma Golf said “We are extremely excited to partner with alphabroder, a true leader in the wholesale corporate apparel space. The opportunity we have together by bringing both golf and sport products to the marketplace in untapped and no one is better positioned than ab to do this. The Puma brand has serious mojo across the globe so timing could not be better. We really look forward to a long and successful partnership.”

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### **About alphabroder**

alphabroder supplies imprintable apparel and accessories to screenprinters, embroiderers, promotional products distributors, athletic dealers and other businesses. alphabroder is the union of six apparel suppliers: Alpha Shirt, Ash City, Bodek and Rhodes, Broder Bros., NES Clothing and Imprints Wholesale, combining decades of experience in the promotional apparel industry. In 2017, alphabroder<sup>®</sup> and Prime Line<sup>®</sup> merged to create the industry's first true 'One-Stop-Shop' for promotional products - raising the bar on convenience, service and solutions. And expanding alphabroder's product and service offering to include hard goods.

### **About PUMA**

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

**About COBRA PUMA GOLF**

In 2010, PUMA acquired COBRA Golf, and formed COBRA PUMA GOLF, founded on the belief that the game of golf should be fun, and the brands continue to bring that 'game enjoyment' message to life through innovative, technology-rich products; athletes with swagger; creative campaigns and unique events. COBRA Golf has a history of creating high-quality equipment that utilizes game-changing technologies to help golfers improve their game, while PUMA Golf delivers comfort, performance and fresh colors and style through its footwear, apparel and accessories. Together COBRA PUMA GOLF offers the full 360 package that help golfers 'Look Better. Feel Better. Play Better.' COBRA PUMA GOLF continues to welcome some of the world's top golf talent and ambassadors to the team, including its current roster: Rickie Fowler, Bryson DeChambeau, Gary Woodland, Lexi Thompson, Blair O'Neal, Ernie Els, Ben Crane, Graham DeLaet and the legendary Greg Norman. To learn more, visit [cobragolf.com](http://cobragolf.com)