

alphabroder | Prime Line Launches Source Abroad Apparel

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Prime Line®, the hard goods division of alphabroder, the leading supplier of branded apparel and accessories in North America, is pleased to announce the launch of Source Abroad Apparel.

Source Abroad Apparel will allow customers to achieve a unique look for any industry or vertical. Customers can create an original designed layout, from 8 different silhouettes ranging from Ts to Polos and fleece. Starting with a blank canvas, customers can then select a PMS color to match their brand, choose accent colors, decoration locations, etc. Also included in each piece is a custom woven label and hangtag.

“We have created an easy-to-use step by step platform that allows our customers to create unique, remarkable pieces built to any brand’s guidelines” Marc Held, SVP of sales for alphabroder | Prime Line said. Held went on to say, “we believe that this offering will only enhance what we can do for our customers.”

Andrew Brodey, Vice President of Global Sourcing said: “If you can dream it, we can customize it. I am really looking forward to seeing all the original pieces that are created.”

Source Abroad® is the custom, overseas arm of alphabroder | Prime Line with a dedicated experts for import projects. Source Abroad offers the following benefits: creativity and ideation to create unique products; fast lead times, including SA Express’ 30-day turn; a unique logistics model offering protection from the global logistics crisis; pricing up to 20% lower than “off the shelf” solutions; complete project management from sampling to delivery of the product to your door with guaranteed quality, compliance, and product safety.

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About alphabroder | Prime Line®

alphabroder supplies imprintable apparel and accessories to screen printers, embroiderers, promotional products distributors, athletic dealers, and other businesses. alphabroder is the union of ten companies combining decades of experience in the promotional industry. In 2017, alphabroder® and Prime Line® 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.