

alphabroder | Prime Line® Website Updated with New Category – “PPE” or Personal Protection Equipment

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Relevant Products and Services Top Priorities for Businesses and Supply Chain Managers

alphabroder | Prime Line®, the leader in imprintable apparel, accessories and Hard Goods in North America, websites have a new category of products– “PPE” or Personal Protection Equipment. Rick Phillips, VP of Marketing at alphabroder | Prime Line says, “The current situation with COVID-19 necessitated us to launch new options for our Customers - a curated search that now houses all the PPE type products we carry - from scrubs to ice packs to first aid kits.” Phillips added, “Our PPE assortment includes 52 products from Prime Line and 28 styles from alphabroder.”

There is a clear increase in coronavirus related product demand. Keith M. Amen, Chief Revenue Officer of Leader Promos says, “As we face unprecedented and uncertain times for both the industry and the world, many in our business have adjusted to meet the needs of this current environment.” Amen explained, “Taking advantage of their robust supply chain, and working with it to produce much needed PPE items, suppliers like alphabroder have shown their agility and ability to respond in a time of crisis.”

As a greater number of businesses and organizations need PPE products, alphabroder | Prime Line designed a suite of assets to help navigate this shifting landscape. Phillips says, “Customers can find a kit of creative content this is easy to customize and share at <https://www.alphabroder.com/> and <https://primeline.com/>. Phillips mentioned, “We update this Customer touch point frequently.”

How alphabroder | Prime Line is addressing the coronavirus related product demand:

- Adjusting search engine and content to provide Customers direction on PPE category
- Offering Customers 80 choices of PPE products and styles
- Encouraging Customers to communicate ideas to their clients
- Establishing themselves as a leading provider of PPE products

Jeff Lederer, President of Prime Line says, “While we know this is a difficult time for our industry and anyone directly impacted by the health implications of COVID-19, we are doing everything we can to support our loyal customers and our incredible employees.”

For additional information please go to the alphabroder website <https://www.alphabroder.com/> and Prime Line website <https://primeline.com/>

Learn more about how to lead customers through this crisis on the alphabroder | Prime Line blog <https://alphabroder.blog/2020/03/23/yes-your-customers-need-you-now-more-than-ever/>

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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 60 brands including a broad selection of retail and trade brands from Under Armour, Bella + Canvas, Next Level, Threadfast, Spyder, Columbia, Marmot, Gildan, Fruit of the Loom, Hanes, and many others as well as sourcing our own Private Brands.

About Prime Line®

Founded in 1980, Prime Line became an industry leader through the introduction of innovative products and services. The company, headquartered in Bridgeport, Conn., now offers more than 1700 products across 15 categories. It features exclusive brands such as MopToppers™, Leeman New York, Rubik's® and BUILT® as well as numerous product collections. In 2016, it acquired Jetline, which was rebranded as Prime's value line. Source Abroad by Prime is the company's custom and overseas sourcing division offering fully custom products as well as fast turn import items. A founding member of QCA, Prime has an industry leading focus on product safety and regulatory compliance.