

FOR IMMEDIATE RELEASE
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BODEK AND RHODES INTRODUCES
NEW OUTSIDE SALES REPS TO FURTHER
ENHANCE AWARD-WINNING CUSTOMER SERVICE

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, recently announced the addition of two team members to their sales force. Charlie Bacon and Matt Johnson will represent the company as the outside sales representatives in New York state and part of southern California including Los Angeles. Both have extensive and varied sales experience and have been brought aboard to expand the company's family-business approach to service.

"We're really excited to have Matt and Charlie on our team," said Marc Held, National Sales Manager. "They're both great sales reps who genuinely care about the people they work with. I'm sure they're going to develop great relationships with all their clients. They've already proven that they're quick to learn and genuinely concerned about meeting our customers' needs and treating them like part of the Bodek and Rhodes family."

Charlie Bacon joins Bodek and Rhodes with many years of sales experience, which includes the entrepreneurial expertise of owning his own business. A native to New York, Bacon is right at home in his territory with Bodek and Rhodes. "I've finally found a home in Bodek and Rhodes. It's nice to work for a company that has the same philosophy as I do in being truly dedicated to customer service."

For added coverage in southern California, Matt Johnson will be splitting the territory with Bodek and Rhodes' long-running rep Steve Pinzon. Johnson, who is also a native in his territory, comes on board with a strong sales background, including seven years of experience as a national accounts rep in the promotional products industry. "The service, quality and support that Bodek provides the outside sales team is unbeatable. And I think that just goes to show how much they really care about not just their customers, but also their employees. That kind of family atmosphere really trickles down through, and my accounts notice the difference."

Bodek and Rhodes is headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, and Orlando, FL and Norton, MA. More information on Bodek and Rhodes, as well as their full line of wearables and other promotional products, is available online at www.BodekandRhodes.com.

Bodek and Rhodes

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114
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800.523.2721 | Fax: 800.531.9626 | www.BodekandRhodes.com



Charlie Bacon, as the new outside sales representative for the state of New York believes that real customer service is the key to making and keeping your customers happy in the long run.



Matt Johnson, with over 7 years' experience in promotional products, joins the team and promises to pass on the family-business service Bodek and Rhodes is famous for to his clients in parts of southern California.

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