

FOR IMMEDIATE RELEASE
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Bodek and Rhodes Announces Early-Release 2008 Catalog

PHILADELPHIA, PA—For the first time ever, Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, is releasing their annual Big Book catalog in November. The early release is part of Bodek and Rhodes' efforts to help its customers plan for the upcoming year, many of whom will solidify 2008's promotional schedule with clients before the year begins.

According to Mary Ellen Pahlka-Hudicka, Director of Marketing at Bodek and Rhodes, "We've gotten a lot of requests for information on next year's line earlier in the year, and with the Big Book coming out in November, we're delivering. Armed with the foreknowledge of what's in next year's exciting lineup gives our customers a jump on planning their schedules with their clients. It just helps make their job easier.

"Plus, this year we've lowered the minimum quantity for orders to just 100 catalogs," adds Pahlka-Hudicka. "Even the smallest shops can have an award-winning selling tool decorated to look like their own."

Customers have a number of options for ordering the catalogs, depending on their own needs. Imprinted catalogs with a choice of covers are decorated with the customer's artwork, which allows them to use the catalogs as if they were their own. Also, Bodek and Rhodes offers catalogs with or without marked-up prices.

Bodek and Rhodes will be adding a number of styles to the new catalog, including some innovative new UltraClub styles, according to Mike Rhodes, president. "UltraClub, as the industry's first private label, has been blazing a trail in imprintable apparel, and some of the 2008 additions that you'll see in the Big Book are going to go gangbusters."

Bodek and Rhodes is headquartered in Philadelphia, PA, with distribution centers in Philadelphia, PA; Niles, MI; Fresno, CA; and Orlando, FL. More information on the company, its full line of wearables, and the 2008 catalogs is available at www.BodekandRhodes.com.

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Bodek and Rhodes

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