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Bodek and Rhodes Industry Pioneer with Organics

PHILADELPHIA, PA— Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, recently reaffirmed its commitment to being a socially responsible company. A number of new and renewed measures to support the environment and workers' rights include supporting organic farming and condemning sweat shops.

"My father [Art Rhodes] always said, 'Do the right thing.' And he meant that not just in our personal lives, but in our business life as well," said Mike Rhodes, president, speaking about the history of the family business.

For Rhodes, doing the right thing meant pushing the sixty-nine-year-old business in an eco-friendly and labor-friendly direction. This year, Bodek and Rhodes announced its policy to partner only with companies and vendors who support international labor laws and ethical working conditions.

As part of its push to help the environment, the company added two new lines of organic cotton apparel to their offerings for 2008, including the industry's first organic private-label, UltraClub Organic. Bodek and Rhodes is also the only imprintable sportswear wholesaler to become a member of both the Organic Exchange and the Organic Trade Association.

"The great thing about organic cotton is that it's healthier for everyone. It's made without any toxic chemicals and everything's recycled naturally, which is better for the Earth, but it's also much better for the farmer's health," said Rhodes.

In addition to their new organic apparel, Bodek and Rhodes offers eco-friendly tote bags made with recycled fabric, and a bamboo cap.

Bodek and Rhodes is headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, Orlando, FL, and Norton, MA. More information on Bodek and Rhodes and their full line of organic and eco-friendly wearables is available online at www.BodekandRhodes.com.

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Bodek and Rhodes

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