

FOR IMMEDIATE RELEASE  
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## **Bodek and Rhodes Introduces Industry's First Organic Theater**

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, recently introduced the industry's first "Organic Theater"—an interactive educational presentation to help customers understand organic cotton products. This presentation, held continuously at the Advertising Specialty Institute's Orlando tradeshow in January, will be offered at each major tradeshow the company attends in 2008.

"Organic products like our new UltraClub Organic line are going to be a huge part of the market, and we want to make sure our customers not only understand the product, but the process that's unique," said Mary Ellen Pahlka-Hudicka, Marketing Communications Director for the company. "If our customers are going to sell this niche, they have to be knowledgeable. Our theater gives them the facts in a fun way."

The presentation, which clocks in at just eight minutes, covers some of the major questions decorators and their clients have about organic products. A lively presenter delivers an interactive education that discusses a number of points, including what organic cotton is, why organic cotton includes the entire manufacturing process, and the certification that's necessary to be labeled certified organic.

Participants are then presented a free diploma—a "Certified Organics Provider" package that includes a certificate and window decal as well as more detailed information about UltraClub Organic products, eco-friendly manufacturing, tips on marketing as an organics provider, and lists of the top fifty prospects already buying organic apparel.

"The response was amazing," said Pahlka-Hudicka of the first presentation. "Over one-thousand people turned out for it and afterwards so many people came up to thank us for the information that gave them the selling edge in this new market. Our goal is to train 5000 of our customers over the next four months."

To accomplish this, Bodek and Rhodes plans to debut a website totally dedicated to educating customers on this organics niche, debuting in February. More information about how to obtain a video clip of the organic presentation and the planned organics website will be available at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

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](http://www.BodekandRhodes.com).

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***Bodek and Rhodes***

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