

FOR IMMEDIATE RELEASE
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UltraClub Organic The Industry's First Private-Label Organic Cotton

PHILADELPHIA, PA— Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, is proud to announce the introduction of the promotional products industry's first private-label organic cotton apparel, UltraClub Organic. UltraClub Organic is now available in long and short-sleeve ring-spun tees and coordinating men's and ladies' polo shirts.

"This is the first step into organic apparel, a whole new niche that's only going to explode from here," said Mike Rhodes, president. "A lot of people are talking about organic food, but not many of them understand organic cotton."

To illustrate the importance of organic cotton, Rhodes describes how nearly one-quarter of the world's pesticides are used on just one crop: non-organic cotton. He goes on to describe how UltraClub Organic cotton shirts are made without any toxic chemicals.

"It starts in the fields, of course, with no synthetic pesticides or fertilizers. To help it grow, they use only natural means like crop rotation and composting. They even use ladybugs to help protect the cotton from harmful insects. And in manufacturing, everything from dyeing the fabric to cleaning the machines is all done with natural materials. It's all sustainable, environmentally-friendly agriculture and manufacturing."

But being made organically isn't enough, says Mary Ellen Pahlka-Hudicka, Director of Marketing Communications for Bodek and Rhodes.

"UltraClub Organic is unique not just because it's the first private-label organic in the industry, but because the shirts are organic, affordable and they're great shirts. All the styles have a great price-point, come in a variety of colors, and are really comfortable. In fact, both the tees and polos are ring-spun, which makes them even softer than most non-organic styles."

To help customers understand organic cotton products and announce UltraClub Organic, which first appeared in the 2008 catalog, the company introduced the "Organic Theater" educational presentation at major trade shows. Participants in the session are presented with a free "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 a list of the top 50 markets already buying organic products.

Bodek and Rhodes

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"It's not just a niche market. It's going to be the industry standard in a few years," says Pahlka-Hudicka. "So it's important that we give our customers that advantage and the education so they can stay ahead of the game."

Bodek and Rhodes offers coordinating men's and ladies organic cotton polos (styles 8605 and 8606) and short and long-sleeve tees (styles 8600 and 8601) in five warehouses nationwide. In addition to the UltraClub Organic shirts, Bodek and Rhodes carries eight eco-friendly bags that are made with 50% recycled polyester.

Bodek and Rhodes is developing a website to be launched in February entirely dedicated to educating customers on the organic cotton niche. More information about the website and their full line of organic and eco-friendly apparel is available online at www.BodekandRhodes.com.

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