

FOR IMMEDIATE RELEASE
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Bodek and Rhodes Receives 8th Consecutive Supplier Golden Achievement Award From Promotional Products Association International

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, recently received a **Supplier Golden Achievement Award** for Self Promotion from Promotional Products Association International (PPAI). The 51st Annual **Supplier Achievement Awards** presentation was held at the PPAI Expo in Las Vegas in January. This year marks the eighth consecutive year Bodek and Rhodes has been distinguished with a PPAI Supplier Achievement Award honor.

“This award is a highlight of the year for our marketing department, and it is the most amazing feeling to get an award for something we have so much fun doing,” said Mary Ellen Pahlka-Hudicka, MAS, Bodek and Rhodes Director of Marketing Communications. “While we have fun creating and executing our campaigns, we always focus on results as much as creativity. And I think that’s what these awards stand for—the use of creativity and promotional products to make an impact while communicating in a way that’s clear, effective and valuable to our customers.”

The promotion followed a barrage of excitement-building communications and, according to Pahlka-Hudicka, exceeded expectations. The opening of the Norton warehouse and showroom has been an unqualified success.

The PPAI **Supplier Achievement Awards** program recognizes PPAI Suppliers for craftsmanship, creativity and graphic arts. A special panel of judges selects winners based on a number of criteria, including campaign results versus the stated objective, size of the target audience, effective use of promotional products, originality of the concept, and creativity in execution.

Bodek and Rhodes’ winning campaign was a direct mail self-promotion for the grand opening of the company’s warehouse and showroom in Norton, MA. The promotion invited customers to be part of the excitement, like a dignitary cutting the ribbon in an opening ceremony. The colorful mailing included imprinted packaging, tee-shirt, and scissors with a red ribbon exclaiming, “Cut Me!”

Bodek and Rhodes

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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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