

FOR IMMEDIATE RELEASE  
May 27, 2008  
Contact: Mary Ellen Pahlka-Hudicka  
1-800-877-9911 ext. 1014

## **Bodek and Rhodes an Industry Leader In Performance Apparel with Over 150 Enhanced Styles**

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable apparel and accessories, is helping set the industry standard in performance styles. Nearly one quarter of the company's catalog of more than 500 styles are items that offer above-the-standard performance.

"Along with our new eco-friendly styles, performance apparel is a huge trend," says Mike Rhodes, president. "A shirt isn't just a shirt when it also wicks moisture away from your body to keep you cooler and protects you from the sun. And customers across the board are excited about the huge range of performance we've added in the past few years."

With more than 150 styles with enhanced features, the Bodek and Rhodes offerings include some of the traditional ideas of performance as well as newer developments. Traditional features such as waterproofing or wrinkle-free are still staples in a lot of styles, says Rhodes, but there are a lot more to choose from.

Recently, the company has branched into a number areas that offer specific benefits. Among these are the UltraClub Cool-N-Dry collection that wicks body moisture to the surface of the shirt where it can dry quickly, leaving the wearer feeling fresher and cooler. Many of the Cool-N-Dry styles also offer additional UV protection beyond traditional fabric.

Other performance items resist shrinking, fading, or stains. And some, such as some Alo brand styles, offer antimicrobial properties to help stave off odor-causing bacteria.

Many of the enhanced features are compiled in a single style, says Mary Ellen Pahlka-Hudicka, Director of Marketing Communications. "We like to give as many true benefits to the customer as we can. For instance, our UltraClub Soft Shell jackets are warm, flattering, waterproof and windproof. And on top of that, we added a thumb stirrup that's especially handy for runners, specially music-player and phone pockets, and a flexible, movement-friendly fabric."

Pahlka-Hudicka also mentions the breathability of many of their waterproof jackets. "If you've ever worn an old plastic parka and felt like you were roasting and sweating to death inside, you know why you should look for breathable jackets. Waterproof and breathable means it's waterproof from the outside, but it still lets the moisture from your body escape. Your skin can still breathe."

***Bodek and Rhodes***

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114  
Locations: Pennsylvania | Michigan | California | Florida | Massachusetts  
800.523.2721 | Fax: 800.531.9626 | [www.BodekandRhodes.com](http://www.BodekandRhodes.com)

To help their customers find performance styles, Bodek and Rhodes has created link in each product category on their website (such as polo shirts or jackets) that narrows the search to all the enhanced-features styles in that category.

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 performance wearables and accessories is available online at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

# # #

*Bodek and Rhodes*

HOME OF ULTRACLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114

Locations: Pennsylvania | Michigan | California | Florida | Massachusetts  
800.523.2721 | Fax: 800.531.9626 | [www.BodekandRhodes.com](http://www.BodekandRhodes.com)