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BODEK AND RHODES PARTNERS WITH CHOUINARD TO OFFER ENTIRE RANGE OF STYLES

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, recently pioneered an arrangement with Vermont-based manufacturer Chouinard to offer the entire range of apparel in the mill's catalog, including all pigment-dyed and reactive-dyed colors in every size.

In an industry exclusive, Bodek and Rhodes now offers all 29 Chouinard styles, each in every color (some totaling near 100), and in every size, sometimes from XS and up to 6XL. The companies have produced an agreement where Bodek and Rhodes will house many of the styles in their five warehouses nationwide, while Chouinard will also supply inventory from the manufacturer's own warehouses to supplement the growing demand.

After much programming work by both companies, the inventory at Chouinard warehouses is tracked and reflected in real-time on the Bodek and Rhodes website, as well as that of their own facilities.

"Our customers can now buy the full Chouinard product line from us. Plus, the real-time inventory feature not only shows the stock at the five Bodek and Rhodes warehouses, it also extends to both of the Chouinard warehouses," says Mike Rhodes, president of Bodek and Rhodes. "Our customers need to know inventory right away to make their purchasing decisions, so we developed a system that gives them the most information right at their fingertips."

The styles offered by Chouinard all are available in both reactive-dyed colors and pigment-dyed, a choice many customers are excited about according to Mary Ellen Pahlka, Director of Marketing Communications: "Our customers' clients love the soft, distressed look of pigment-dyed cotton. Pigment-dyeing really gives it a unique look. Plus, all the same styles are available with a direct, or reactive, dye which gives the garment a brighter tone."

Bodek and Rhodes is family-owned business headquartered in Philadelphia, PA with distribution centers in Philadelphia; Niles, MI; Fresno, CA; Orlando, FL and Norton, MA. More information on Bodek and Rhodes and their full line of Chouinard apparel is available online at www.BodekandRhodes.com.

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Bodek and Rhodes

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