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## **BODEK AND RHODES CHAMPIONS CUSTOMER CHOICE AS THE INDUSTRY'S HOUSE OF BRANDS**

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, continues to champion customer choice with the most brands of any national wholesaler. With thirty-six big-name brands offered, Bodek and Rhodes recently introduced itself as the industry's House of Brands.

This year, Bodek and Rhodes added six new apparel and accessories lines to their catalog: adidas Golf, Badger Sport, Gemline, Cubavera, Bill Blass Healthcare and Canvas.

"Not only did we add six great new lines, but we added products in every category for the largest product expansion in the history of the company," says Mary Ellen Pahlka, Director of Marketing Communications at Bodek and Rhodes. "More than two hundred new styles and six new brands gives our customers the variety they need to keep their clients happy."

To help their customers take advantage of the array of styles and brands, Bodek and Rhodes tailored this year's trade show booth as a tour through their House of Brands. The tour includes highlights of some of the brands to educate visitors on the key selling points of various styles and brands.

"Variety is great for business," says Pahlka. "Our customers know that they can get the perfect items for any client with just one call to Bodek and Rhodes because of everything we offer as the House of Brands."

Bodek and Rhodes is a 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 all thirty-six brands is available online at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

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***Bodek and Rhodes***

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