

FOR IMMEDIATE RELEASE
June 23, 2009
Contact: Mary Ellen Pahlka
1-800-877-9911 ext. 1014

BODEK AND RHODES LAUNCHES INDUSTRY'S FIRST 3-D CATALOG

PHILADELPHIA, PA—In an industry first, Bodek and Rhodes recently unveiled a three-dimensional performance catalog featuring two of the wholesalers' top brands: adidas and UltraClub. As one of the nation's leading wholesalers of imprintable activewear, the company developed the catalog to build excitement around the extensive collection of active performance wear.

The catalog was shipped to selected customers along with a pair of 3-D glasses. And while the images are still clear without them, using the glasses creates the illusion of three-dimensional movement in each of the product photos.

"This catalog doesn't just show active wear," says Tricia Benedetto, head of creative and graphic design. "The catalog itself is active. It draws customers in to see the performance in full, life-like 3-D to really emphasize the benefits of performance wear."

Customers interested in obtaining their own 3-D performance catalog should contact Bodek and Rhodes at 1-800-523-2721.

Bodek and Rhodes is a family-owned company 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 their full line of UltraClub and adidas styles is available online at www.BodekandRhodes.com.

###

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