

FOR IMMEDIATE RELEASE  
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## BODEK AND RHODES TAKES HOME TWO AWARDS FOR ULTRA CLUB ORGANIC

**PHILADELPHIA, PA**—Counselor Magazine, published by the Advertising Specialty Institute, recently honored Bodek and Rhodes as winners in two categories of the annual Spirit Awards. Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, was presented with two of the eleven industry awards – Best Supplier Self Promotion and Best Apparel Ad for Wearables.

Both award-winning marketing efforts were part of a larger campaign to enlighten the company's customers about the benefits and sales opportunities for the organic cotton styles in the company's innovative private-label brand, UltraClub. Beginning the campaign was the award-winning advertisement introducing UltraClub Organics. In the ad, Bodek and Rhodes offered a free "Sell More Green" kit and online education and certification program to its customers.

"We wanted to create an ad as an education piece," says Mary Ellen Pahlka, Director of Marketing Communications at Bodek and Rhodes. "Our customers and the industry are hungry to learn about organics, and we're giving them everything we possibly can to help inform them about the benefits and features of organics, as well as helping them find ways to sell."

The ad, which was chosen by readers of Counselor Magazine for the award, was only the beginning of the effort that then won Best Supplier Self Promotion, according to Pahlka. "Our customers were eager to learn about organics, and we gave them everything they needed to understand it, market it, and sell it. Our ad, hard-copy kit, and website gave our customers an interactive, fun way to learn not only about organic cotton, but offered them helpful advice and marketing materials to help them sell the new styles."

The physical kit, which was mailed out to selected customers included an adhesive window decal, "Certified Organics Provider" certificate, sample UltraClub Organic t-shirt, and informational brochure. The kit is still available at the company's website in the Marketing Materials section.

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 the UltraClub Organic styles and Organic Selling Guide is available online at [www.BodekandRhodes.com/organics](http://www.BodekandRhodes.com/organics).

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*Bodek and Rhodes*

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114  
Locations: Pennsylvania | Michigan | California | Florida | Massachusetts  
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The award-winning UltraClub Organic promotional kit.

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