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BODEK AND RHODES MAKES PROMOTIONS EASY WITH IMPRINTED CATALOGS AND FREE WEBSITES

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, recently unveiled their plan to help customers promote their businesses even more easily through the 2010 imprinted catalog program with lower minimums and a free customized website.

The wholesaler, known for its award-winning catalogs, offers imprinting as an option to its customers for each annual catalog. The catalog features images of every single color and style offered by the company, while imprinting gives customers an opportunity to make the professionally produced catalog appear like their own. Customers choose their own artwork to put on one of seven covers, and the catalog contains no mention of Bodek and Rhodes.

“Part of selling to our customers is helping them sell, too,” says Mary Ellen Pahlka, Director of Marketing Communications at Bodek and Rhodes. “That’s why customers who order imprinted catalogs also get a free customized website and we’ve lowered the minimum order to just forty-five catalogs ... so no matter the size of your business, you have prospects for all your catalogs, as well as a beefed-up online presence to help with your promotions.”

Each customer who orders imprinted catalogs will have their information and artwork transferred to a personalized website. Much like the catalogs themselves, the sites have no mention of Bodek and Rhodes and customers can use them as a promotional tool to enhance their web presence and give more convenience to their own clients.

Orders for the first print run of the 2010 catalog must be submitted and completed by August 14th, 2009 for delivery in early November.

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, their full line of apparel and accessories, and the 2010 catalog is available online at www.BodekandRhodes.com.

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Bodek and Rhodes

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