

FOR IMMEDIATE RELEASE  
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## BODEK AND RHODES INTRODUCES COMPLETE, SEARCHABLE DIGITAL CATALOG

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear since 1939, and the first wearables company to introduce a complete virtual sample tool with their Apparel Design Studio, continues to lead the industry by introducing its 2011 catalog in digital form through ZOOMcatalog.

“This doesn’t replace our website or our award-winning print catalogs,” says Mike Rhodes, President. “Rather, it offers our customers a vehicle to email a link to our blank catalog or featured item with no mention of Bodek and Rhodes.”

In addition to being linked directly from Bodek and Rhodes’ homepage ([www.BodekandRhodes.com](http://www.BodekandRhodes.com)), customers and their clients can quickly access the online catalog through the QR code on the company’s printed materials. The code, a square, black-and-white design, can be read by an app found on most smart phones that automatically points the phone’s browser to the digital catalog.

The online catalog contains no mention of Bodek and Rhodes so the company’s customers can promote it as their own. Through ZOOMcatalog, distributors have access to a digital copy of the Bodek and Rhodes catalog virtually everywhere (on a laptop, mobile phone, or tablet) at no charge. Customers can search for product by keywords, promote themselves by instantly posting the catalog to their own Facebook or Twitter page, or email the whole catalog or suggested pages to their clients. By suggesting products this way, a distributor also gives their clients the ability to browse the rest of the catalog and potentially find additional products to purchase.

By partnering with ZOOMcatalog, Bodek and Rhodes hopes to help customers promote and interact more easily with their end-users. While doing a demonstration at a recent trade show, Director of Marketing Communications, Mary Ellen Nichols explained:

“Having our complete print catalog online means that you have even more ways to connect with your clients. You can email the link to your customers, post the entire thing on a company Facebook page, or even feature specific styles. And this is all with no mention of Bodek and Rhodes. Just go to the site once and you’ll see exactly how useful this is going to be for you and your business.”

Bodek and Rhodes is headquartered in Philadelphia, PA, with distribution centers in Philadelphia, PA; Fresno, CA; Orlando, FL; Norton, MA; and Niles, MI. More information on the company and its offering through ZOOMcatalog is available at [www.BodekandRhodes.com/zoomcatalog/](http://www.BodekandRhodes.com/zoomcatalog/).

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*Bodek and Rhodes*

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