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BODEK AND RHODES, GILDAN OFFERING 27 FREE IPAD 2s IN MAY

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, announced their partnership with apparel manufacturer Gildan for a month-long promotion giving away a free iPad 2 every business day, plus an extra drawing once a week, in May.

The recently released and acclaimed Apple iPad 2, which retails for \$499, combines cutting-edge technology with a sleek design to represent the interactive offerings of Bodek and Rhodes, says Director of Marketing Communications, Mary Ellen Nichols. “The iPad 2 has everything in one convenient spot—web browsing, mail, an e-reader, music, movies and tons of apps. We’re giving away 27 of these hot gadgets because it symbolizes how Bodek and Rhodes is leading the industry in helping our customers interact with their suppliers and also with their clients.”

“We’re excited about this opportunity with Gildan,” says Nichols. “Bodek and Rhodes is a Gildan powerhouse—we carry every single style, color, and size, and we just doubled our Gildan tee inventory to more than 13 million to make sure our customers are covered for the spring selling season.”

The Gildan iPad 2 sales incentive runs through the month of May and offers a free Apple iPad 2 to each day’s highest online total order of Gildan products from BodekandRhodes.com. In addition to the daily incentive, all accounts that purchase Gildan from the website during the week are automatically entered in a random weekly drawing for a chance to win an iPad 2, regardless of order size. All Gildan styles are available from BodekandRhodes.com and are eligible for participation in the promotion.

Nichols goes on to cite that the company’s website offers real-time inventory at five warehouses nationwide, personalized delivery-time estimates, and promotional and sales tools including the brand-new Apparel Design Studio™ (“the industry’s first, complete virtual sample program”). The website also offers every size, color and style of Gildan, including tees, fleece and polos for men, ladies and youth.

Most recently, Bodek and Rhodes introduced a complete digital catalog with no mention of the company so customers can promote it as their own, and a Facebook page where industry experts offer up news, sales advice, marketing tips, and behind-the-scenes education.

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, the online promotion and their full offering of Gildan products is available online at www.BodekandRhodes.com or at facebook.com/BodekandRhodes.

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Bodek and Rhodes

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