

FOR IMMEDIATE RELEASE
December 12, 2011
Contact: Mary Ellen Nichols
1-800-877-9911 ext. 1014

BODEK AND RHODES DEVELOPS MOBILE WEBSITE OPTIMIZED FOR SMARTPHONES

PHILADELPHIA, PA—Forty percent of mobile-phone owners use smartphones, according to a recent Nielsen study. With that in mind, Bodek and Rhodes, a leading national wholesaler of imprintable activewear, introduced a new website specially developed for optimal performance on mobile devices at m.bodekandrhodes.com.

The company, already known for their industry-first complete virtual sample tool, the Apparel Design Studio, announced last week the creation of Bodek and Rhodes Mobile, a mirror website designed and crafted for easy access and navigation for customers using smartphones and mobile devices such as iPads.

“Our customers can use an array of features at our main website like searches by size or shade of colors and downloadable marketing tools,” says Mike Rhodes, president. “But many of our customers are on the road or in a hurry, and what they really need is just speed and ease of use. That’s why Bodek and Rhodes Mobile takes the key elements from our site and makes them instantly available to anyone on a web-optimized device.”

Before introducing the site, the company first spoke with many of its customers about their needs and how a mobile site could help their business, according to Mary Ellen Nichols, Director of Marketing Communications:

“Our customers needed something that would give them the information they need, right away, while they were in a client’s office or on the road. That’s what Bodek and Rhodes Mobile does—customers can check up-to-the-minute inventory, prices, view available sizes and colors, and see any current specials instantly.”

The optimized website, which is viewable at m.bodekandrhodes.com with smartphones, tablets, and even desktop computers, highlights some of the most popular features of the company’s main home on the web, including access to current special sales. Bodek and Rhodes Mobile allows customers to email style details to their clients with no mention of Bodek and Rhodes for “immediate follow-up promotions” according to Nichols.

Bodek and Rhodes is headquartered in Philadelphia, PA, with distribution centers in Philadelphia, PA; Niles, MI; Fresno, CA; Norton, MA; and Orlando, FL. More information on the company is available at www.BodekandRhodes.com, or at the new Bodek and Rhodes Mobile at m.bodekandrhodes.com.

###

Bodek and Rhodes

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114
Locations: Pennsylvania | California | Florida | Massachusetts | Michigan
800.523.2721 | Fax: 800.531.9626 | www.BodekandRhodes.com