

*For Immediate Release*

## alphabroder Offers the Best in Premier Brands in New 2015 Catalog

**TREVOSE, PA – January 6, 2015** – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is pleased to announce the release of its US 2015 catalog (buyer's guide). Offering the best in premier brands and exclusive fashion retail apparel, the 2015 catalog features 841 new styles in the colors and sizes customers need the most. New to this year's book is the addition of the complete assortment of Ash City® brands including North End Sport® Red, North End Sport® Blue, North End®, Extreme®, and CORE365™. Also launching is North End®'s Excursion collection and the new team-concept brand, Team 365™. Newly-designed Quick Index pages allow Customers to navigate quickly through the wide array of t-shirts and fleece styles, as well as the colors and sizes offered at alphabroder.

"This past year has been an exciting and progressive one for alphabroder, and our catalog's roster of new brands and collections are a result of those efforts," said Norm Hullinger, CEO, alphabroder. "All of these exciting enhancements continue to drive our commitment to providing our Customers with the broadest assortment, deepest inventory, largest delivery footprint, and the best shipping accuracy within the promotional and corporate apparel market."

New to alphabroder's proprietary line-up of premier brands (North End Sport® Red, North End Sport® Blue, North End®, Devon & Jones®, Extreme®, Authentic Pigment, CORE365™ and Harriton®) is the highly-anticipated Team 365™ collection. Drafted with an impressive roster of brand partners (such as Alo Sport, Headsweats®, and Flexfit®), the new premier brand from alphabroder is committed in the singular vision of providing teams with the best apparel in the industry, in team-approved colors, for the ultimate in team outfitting and branding.

North End®'s new Excursion collection was designed for the active-corporate consumer, and inspired by retail outdoor and travel brands. Recognizing the continued upward trend in outdoor and active lifestyle apparel, the new Excursion collection brings technical fabrics and silhouettes, with true performance features, to active-minded Customers who are looking for different options in corporate outfitting and branding. Colors in the collection (such as Stone, Rust, Crystal Blue and Navy) also tie-in to styles within the Devon & Jones® line, creating a total solution to corporate outfitting needs by offering both active-inspired and classic corporate-inspired designs in a consistent color palette.

To complement the premier brand assortment mentioned above, other exclusive fashion and retail brands available in the 2015 alphabroder catalog include Bag Edge, Big Accessories, Econscious, Ful®, Heatsweats®, Marmot®, Russell Athletic® and Tie Dye.



[www.alphabroder.com](http://www.alphabroder.com)

Beginning today, customers across the USA will have the opportunity to shop for each collection by visiting [www.alphabroder.com](http://www.alphabroder.com) or contacting the alphabroder Customer Service Department at 1-800-523-4585. To download the e-catalog featuring all of these latest styles, please click [here](#).

**Contact:**

Nadia Santoli, Communications Manager

P: (905) 787-5636

E: [nsantoli@alphabroder.com](mailto:nsantoli@alphabroder.com)

About alphabroder

Founded in 1919, formerly known as Broder Bros., Co., alphabroder is North America's largest distributor of trade, private label and retail apparel brands and merchandise to the imprinting, embroidery and promotional product industries. alphabroder offers more than 40 brands including a broad selection of trade brands from Gildan<sup>®</sup>, Hanes<sup>®</sup>, Fruit of the Loom<sup>®</sup>, Jerzees<sup>®</sup> and Bella + Canvas<sup>®</sup> to an extensive assortment of retail brands including adidas<sup>®</sup> Golf, Champion<sup>®</sup>, Russell Athletic<sup>®</sup>, alternative<sup>®</sup> and Dickies<sup>®</sup>. With the addition of Ash City, alphabroder also offers industry-leading private label brands including North End Sport<sup>®</sup> Red, North End Sport<sup>®</sup> Blue, North End<sup>®</sup>, Extreme<sup>®</sup>, Core365<sup>™</sup>, Authentic Pigment, Devon & Jones<sup>®</sup>, Harriton<sup>®</sup> and Team 365<sup>™</sup>.