

For Immediate Release

## Norm Hullinger Named Counselor's Person of the Year; Other Industry-Leading Accolades Awarded to alphabroder/Ash City

Treose, PA – July 24, 2014 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is proud to announce several industry achievements that have been earned in the last several weeks. Most notably, Norm Hullinger, CEO of alphabroder, was named Counselor's Person of the Year at the ASI Awards Ceremony in Chicago last week. The annual award ceremony recognizes those outstanding individuals who impact the industry by contributing new revenue-generating ideas and best practices. Honored for leading alphabroder through an unprecedented period of change, Counselor awarded Hullinger with the industry's highest distinction.

A Counselor Product Design Award for Ash City's North End® Performance Mélange Interlock Jacket, SHUFFLE ([88203/78203](tel:8820378203)) was also announced at last week's event. The Product Design Awards are voted on by hundreds of distributors in the industry each year, and are based on the following criteria: design, aesthetic appeal and functionality.

Besides scoring two top 10 spots in Promo Marketing's [Top 50 Suppliers List](#) (#1 ranking for alphabroder and #10 ranking for Ash City), alphabroder/Ash City is additionally very pleased to win Promo Marketing Supplier Excellence Awards in the following categories:

- alphabroder – Women's Wear – Gold
- Ash City – Outerwear – Gold
- alphabroder – T-Shirts – Silver
- alphabroder – Golf & Performance Apparel - Bronze

The annual Promo Marketing Supplier Excellence Awards give distributors the ability to vote for their favorite suppliers in a host of hard goods and apparel categories.

"These awards are accepted with tremendous gratitude and appreciation for our valued customers, who make all of our successes possible," said David Clifton, Chief Marketing Officer, alphabroder. "We are extremely thrilled for Norm, as he is one of the most respected and admired individuals within our organization, both on a personal and professional level. And, without the creative direction and outstanding design composition from our design team, our award-winning products would not have been feasible. At alphabroder, we strive to develop innovative and trendsetting garments that meet our customers' demands, and these accolades truly solidify these efforts."

For more information on alphabroder and Ash City, please visit <http://www.alphabroder.com> and <http://www.ashcity.com>.

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### 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®, Hanes®, Fruit of the Loom®, Jerzees® and Bella + Canvas® to an extensive assortment of retail brands including adidas® Golf, Ashworth, Champion®, Russell Athletic®, alternative® and Dickies®. With the addition of Ash City, alphabroder also offers industry-leading private label brands including Ash City®, North End®, Core365™, Devon &



Jones®, Chestnut Hill, and Harriton®.

#### About Ash City

For almost four decades, Ash City has provided customizable promotional apparel for corporate and casual markets. The company, now a part of the alphabroder family of brands, is an industry leader in quality, design and innovation, staffing over 450 employees worldwide, including Canada, the United States, Malaysia and Bangladesh. Ash City manufactures and distributes apparel under seven distinct brands: North End Sport® Red, North End Sport® Blue, North End®, Extreme®, Core365™ by North End®, Il Migliore® and Ash City®. At Ash City, corporate social responsibility is essential to doing business; community support, environmental stewardship and fair labor practices are integral parts of the organizational culture.