

For Immediate Release

alphabroder Ranks #1 on Counselor's Top 40, Promo Marketing's Top 50, and Stitches' Top 25 Supplier Lists

-Additional Industry Accolades Awarded for Product Design & Advertising-

TREVOSE, PA – July 24, 2015 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is honored to have received these recent industry-leading achievements.

a) Every year, **Counselor** selects winners for their **Product Design Awards** and **Best Ads**:

- The North End Sport® Red Immerge Insulated Hybrid Jacket with Heat Reflect Technology ([88696/78696](#)) has won the [Product Design Award](#) in the Apparel category. Featuring unique details like stretch storm cuffs with thumb holes to keep the wearer feeling warm, and a detachable cloth system that is convenient for cleaning eyewear, this garment has everything you need on and off the slopes.
- The ad that was created for alphabroder's Team 365™ launch campaign also received the [Best Counselor Ad](#) in the Apparel Category. Earlier this year, Team 365™ made its mark on the industry: not only is this a proprietary Premier Brand from alphabroder, but it's an entire concept, revolving around the importance of authentic apparel and gear in the right team colors, across the alphabroder brand and its brand partners. Team 365™ gives athletes, coaches and supporters the opportunity to select from an extensive gear assortment, all in matching team colors, to achieve a cohesive team image.
- The top spot in the [Counselor Top 40](#) and [Stitches' Top 25](#) Supplier Lists went to alphabroder, leading the scoreboard with more than \$800 million in North American ad speciality sales in 2014.



b) Besides ranking first in **Promo Marketing's Top 50 Suppliers List**, alphabroder is additionally very pleased to win **Promo Marketing Supplier Excellence Awards** in the following categories:

- Golf & Performance Apparel (Silver)
- Women's Wear (Silver)
- T-Shirts (Silver)
- Caps (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.

“It is with great pleasure and gratitude that we accept these outstanding industry accolades,” said David Clifton, CMO, alphabroder. “We would be remiss to not acknowledge and thank our valued customers, as they truly empower us to create and provide effective, award-winning designs for the promotional apparel marketplace. Our number one priority is to continue offering product lines that meet our customers’ demand, and these awards validate these ongoing efforts.”

For more information on alphabroder’s award-winning products, please visit: <http://www.alphabroder.com> (USA) or <http://www.alphabroder.ca> (Canada).

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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, Champion®, Russell Athletic®, alternative® and Dickies®. With the addition of Ash City, alphabroder also offers industry-leading private label brands including North End Sport® Red, North End Sport® Blue, North End®, Extreme, Core365™, Authentic Pigment, Devon & Jones®, Harriton and Team 365™.