

For Immediate Release

alphabroder Introduces Devon & Jones®

DRYTEC20™ Polos and the Crown Woven Collection™



TREVOSE, PA – October 22, 2014 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is pleased to announce the launch of Fall 2014 styles from Devon & Jones®. With 20 new designs from the DRYTEC20™ Polo Collection and Crown Woven Collection™, alphabroder is offering the next generation of polo performance, as well as meticulously-designed woven apparel for outfitting and uniform programs. These new collections complement alphabroder’s focus of continuing to provide customers with unparalleled product, exceptional service, and accurate delivery.

Featuring EZCool™ functionality, the DRYTEC20™ polo collection by alphabroder ensures individuals retain the comfort of 100% cotton that they love, with the exceptional moisture-wicking and easy care performance of polyester that they need. These Devon & Jones® DRYTEC20™ polos ([DG150/DG150W](#)) are also enhanced

with an industry exclusive dry-engineered technology for no-shrink, no-fade, no-curl collar, no-pill and no-wrinkle performance. While the men’s version offers a three-button placket and sizes ranging from S-6XL, the ladies’ style features a two-button placket, side vents and sizes ranging from S-3XL. The depth of colors presented in this line is also consistent and complimentary with other Devon & Jones® pieces, to complete any corporate outfitting opportunity.

With seven unique fabrications in an expanded array of solids and classic shirting patterns, the Devon & Jones® Crown Woven Collection™ is designed to keep you looking polished and professional all day long. The exclusive true non-iron technology means wrinkle-free perfection straight from the dryer, while the smart and flattering tailoring is sure to evoke confidence and style. Two fits, *Classic* and *Active*, are available within this collection to suit the wearer’s preference. The *classic fit* stems from the traditional Devon & Jones® relaxed fit, designed to keep individuals looking professional, not sloppy. An example of this is the Devon & Jones® Men’s/Ladies’ Crown Collection™ Banker Stripe ([D645/D645W](#)), which is certain to also enhance decoration or corporate logos given the classic stripe designs. The *active fit* wovens have clean lines, less bulk and offer an updated fit. In particular, this can be seen within the Devon & Jones® Men’s/Ladies’ Crown Collection™ Glen Plaid styles ([DG520/DG520W](#)). All styles in the Crown Collection™ offer patented pucker-free taped seams and a true No-Iron finish, while a specially-constructed adjustable “Comfort Collar” is available in all the men’s styles and offers up to an inch of stretch at the neck.

“By positioning Devon & Jones® as the premier corporate outfitting brand, it is our intention to continue our effort in offering our customers the best shopping experience within the promotional apparel industry,” said Elson Yeung, Director of Private Label Design & Merchandising, alphabroder. “Our various private label brands are intended to hit different segments of the market, and these two collections within the Devon and Jones®

brand are ideal for professionals in today's active business lifestyle. While DRYTEC20™ offers updated performance and classic styling in a wide range of colors and sizes, the Crown Woven Collection™ provides quality fabrics and patterns ideal for any professional environment.”

Customers within the USA now have the opportunity to shop for these styles by visiting www.alphabroder.com or contacting the alphabroder Customer Service Department at 1-800-523-4585. To download the Devon & Jones® 2014 Fall Styles e-catalog, please click [here](#).

Contact:

Nadia Santoli, Communications Manager

P: (905) 787-5636

E: 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®, 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®.