

For Immediate Release

alphabroder Launches Team 365™: The Premier Brand Designed for Athletes and Those Who Coach, Cheer & Support Them

TREVOSE, PA – January 13, 2015 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is proud to announce the release of its highly-anticipated Team 365™ collection. Drafted with an impressive roster of brand partners (Alo Sport, Champion®, Dynomite® Apparel*, Headsweats®, and Flexfit®), the new proprietary team-concept brand from alphabroder is committed to the singular vision of providing teams and those who coach, cheer and support them with the best gear in the industry, in 16 team-approved colors, for the ultimate in team outfitting and branding.

“We are extremely excited to bring Team 365™ to market - not only is it 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 our brand and our brand partners,” said Andrea L. Routzahn, VP of Portfolio and Supplier Management, alphabroder. “Color is a team’s identity. It’s their brand. Team 365™ gives athletes, coaches and supporters the opportunity to select from an extensive gear assortment, all in matching team colors, to achieve that cohesive team image.”

Rooted in the tradition of classic team sports, the collection includes multiple product categories across all price points and targets end use categories such as Competition & Training, Coach & Staff, Warm-Up & Travel, Sideline, Team & Championship Jackets, Fan & Supporter gear, and Hats & Bags. With new styles in the Team 365™ & Team 365™ brand partners collections, there are many options and ways to service a team’s outfitting needs.



The Team 365™ Elite Performance Hoodie ([TT30/TT30W/TT30Y](#)), paired with the Elite Performance Pant ([TT44/TT44W](#)) in comfortable, brushed-back performance fleece, is a perfect solution to team travel gear and warm-up requirements. The Team 365™ Dominator Waterproof Jackets ([TT86/TT86W](#)) are fully seam-sealed styles with a two-layer water-proof/breathable shell and micro mesh lining. An elastic shockcord at the bottom hem, drop tail and rollaway hood offer added protection, while the reflective tape at right chest and front pockets offer low-light visibility. This jacket is ideal for sideline and training in wet weather conditions, and also makes a great coach and staff piece. alphabroder also offers Team 365™ accessories, including performance headgear and bags. The Team 365™ Convertible Sport Backpack ([TT102](#)) is not just any sport bag – it acts as both a backpack and duffel. Convertible straps in special zippered sections convert the bag to a backpack very

easily; in addition, several compartments for shoes, wet clothes and cell phone were developed with an athlete's lifestyle in mind.

Beginning today, customers in the USA and Canada will have the opportunity to shop for each collection by visiting www.alphabroder.com (US) or www.alphabroder.ca (Canada). To download the e-catalog featuring all of these latest styles, please click [here](#) for the US version or [here](#) for the Canadian version.

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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[™].

*Champion and Dyonomite[®] Apparel only available in USA.