



alphabroder | Prime Line[®] Gets the Green Light for Sustainability

TREVOSE, PA – 1.18.2021 alphabroder | Prime Line[®], the leader in imprintable apparel, accessories and Hard Goods in North America, is pleased to announce their Green Team initiative. The 20-person ab|Prime Green Team represents a diverse cross-section from more than 12 different functional areas of the organization. Each have committed their time and effort to be a part of this very important strategic initiative. The Green Team mantra is to create a meaningful and measurable Corporate Sustainability Platform, rooted in improving current processes with a mindset to evolve.

Andrea Lara Routzahn, SVP Portfolio & Supplier Management for alphabroder notes, “Despite the significant impact of the pandemic to our global economy and way of life, sustainability has not taken a back seat. To the contrary, sustainability has gained even more momentum. In many ways, the crisis has drawn attention to the “unsustainability” of many of our pre-pandemic practices, especially around product and supply chain expectations. Going green is a way of life for so many, Routzahn adds, “It’s also a generational thing. Millennials and Gen-Z’ers consider sustainability a non-negotiable, mission-critical endeavor that will impact their future and their ability to have a safe and productive life. They will increasingly vote with their wallet and companies that do not address this will ultimately lose out.”

Joining Routzahn’s vision and drive to lead the ab|Prime Green Team, Cheron Coleman, Vice President, Private Brand Global Supply Chain and Product Development for alphabroder and Dena Rothstein, Senior Director of Product Management for Prime Line partner with Routzahn down the path.

Coleman realizes the trend at hand, explaining, “Sustainable business practices are as important to our Customers today as product safety, fair labor practices & supply chain safety were ten years ago. Our industry already invests resources to maintain & verify our safety and social compliance requirements. We also recognize the importance of committing resources to sustainability too.”

The Green Team project officially kicked-off mid-pandemic last year. Phase I was a deep-dive assessment to capture current practices within Corporate headquarters, Distribution Centers, Decoration Facilities, Supply Chain practices... and of course, Products. Rothstein explains, “We didn’t know how far we’d need to go until we first established our starting point. While we knew we had some efforts in place to be environmentally conscience, it is from this baseline ab|Prime can build our platform to do much more. In Phase II we are using our data to establish meaningful measurable initiatives to build the ab|Prime Sustainability Platform to new levels. After all, if we can’t measure it, we can’t manage it.”

Norm Hullinger, CEO of ab|Prime states “Sustainability is multi-faceted and isn’t just about offering more organic or recycled products. It’s about our entire Corporate Culture. It’s about looking for opportunities to reduce waste and inefficiencies in our consumption of energy and materials. It’s about creating synergies throughout our entire organization with an eye towards accomplishing our work in cleaner, planet-healthier, sustainable ways. It’s imperative to our industry’s continued growth and success.”

Associates of ab|Prime are proud to support the Green Team, and Customers are taking note. The Sustainability Platform will only enhance and compliment the product and service offerings that Customers have come to expect from ab|Prime ... well into the future.

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About alphabroder | Prime Line®

alphabroder supplies imprintable apparel and accessories to screen printers, embroiderers, promotional products distributors, athletic dealers and other businesses. alphabroder is the union of six apparel suppliers: Alpha Shirt, Ash City, Bodek and Rhodes, Broder Bros., NES Clothing and Imprints Wholesale, combining decades of experience in the promotional apparel industry. In 2017, alphabroder® and Prime Line® merged to create the industry's first true 'One-Stop-Shop' for promotional products - raising the bar on convenience, service and solutions. And expanding alphabroder's product and service offering to include hard goods.