

FOR IMMEDIATE RELEASE  
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## **Bodek and Rhodes Introduces Revolutionary TempControl Technology to the UltraClub Platinum Collection**

PHILADELPHIA, PA— Bodek and Rhodes, a leading distributor of imprintable apparel, is now offering a selection of polo shirts with TempControl technology as part of their newest line of premium polo shirts: the UltraClub Platinum Collection. TempControl technology is uniquely engineered to help maintain a comfortable temperature for the wearer, protecting against both heat and coldness.

TempControl consists of a unique mix of fibers that work together to maintain a desirable temperature level. Multi-channel fibers give outstanding moisture transport, while hollow fibers allow for enhanced air circulation, leading to accelerated evaporation. At the same time, specially-designed hollow voids in the fabric create a lightweight environment that protects against severe temperature changes, post-exercise chills and excess heat build-up.

"When we decided to introduce the UltraClub Platinum Collection as a top-tier line of premium polo shirts, we knew that we had to offer a level of performance that could match the amazing look and feel of these styles," said Hal Rhodes, VP of Purchasing. "TempControl technology is a perfect fit because it doesn't simply meet expectations... it shatters them by offering a level of comfort once thought impossible."

TempControl Technology is currently offered in three Platinum Polo styles: Pique, Jacquard and Birdseye. All are available in Men's or Ladies' versions, and all can be found and ordered on [BodekandRhodes.com](http://BodekandRhodes.com).

Bodek and Rhodes is headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, Orlando, FL, and Norton, MA. More information on Bodek and Rhodes, as well as their full line of wearables, accessories, and other promotional products, is available online at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

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***Bodek and Rhodes***  
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