



What's Inside

- Winners of the Halloween Costume Contest
- Recap of the National Sales Meeting
- 2015 Catalog and new UltraClub products



News

- Guess what we won.
- Who's getting a bonus day off.
- Who's celebrating.
- What happened last quarter.

Issue 4 // February 2015

Threads

Bodek and Rhodes Insider Newsletter



Bodek and Rhodes

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Bodek + Rhodes
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Bodek and Rhodes

Logo Motion: Bodek and Rhodes Gets a New Look for 2015

After over 75 years in the industry, Bodek and Rhodes is still growing and evolving. Whether it's our unprecedented warehouse expansion, multi-platform marketing campaigns or the introduction of new brands and styles, we are constantly rolling out new ways to become bigger and better – not just for us, but for our customers, as well.

2014 was our 75th anniversary year, so we spent a lot of time reflecting on our history and accomplishments. In 2015, we'll be shifting our focus to the future.

It all starts with our brand-new company logo. Selected after a lengthy deliberation process, the new design incorporates both familiar

and new visual elements to take us into the future.

"Our logo is a visual representation of what our company is all about," said Mike Rhodes, President. "We wanted something that evolved our traditional image, much like how we uphold our traditional service and business principles while offering the latest fashions and sales tools."

The new Bodek and Rhodes logo will be used on all current and future company content, including marketing materials, social media and our website. New logo guidelines will be released later in 2015.