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## **Bodek and Rhodes Unveils the UltraClub Platinum Polo Collection**

PHILADELPHIA, PA – Bodek and Rhodes, a leading imprintable apparel distributor, has officially announced the debut of the UltraClub Platinum Polo Collection, a new penthouse-level niche of the oldest private-label in the industry: UltraClub, focusing on two distinct premium polo advances: uber-luxury fabric and revolutionary technology.

"After listening to our customers and examining the polo market trends, we wanted to round out the UltraClub polo ensemble with a high-end premium segment, as many of the retail brands are known for," said Hal Rhodes, VP of Purchasing. "By focusing on two important categories, luxury and performance, we created a line of garments that truly are best-in-class... the 'Platinum' name is simply a natural representation of how superior these shirts are."

The UltraClub Platinum series focuses on performance features and a revolutionary new TempControl technology, an advanced wicking function that utilizes specially-treated quick-dry fibers to rapidly wick moisture away from the skin to help maintain a comfortable temperature. Protecting against both overheating and chilling, this technology naturally adapts to the environment to maintain a desirable comfort level. Other performance features found in select styles include UV protection and snag-resistance.

The UltraClub Platinum Collection also focuses on supreme luxury, using soft brushed cotton, a touch of rayon and other fabrics and techniques to provide a soft, supple hand beyond anything experienced in other polos.

"Looking beyond these shirt's advanced performance features, and even their stylish visual appeal, our experience tells us that, above all else, these shirts have to feel great," said Rhodes. "We have carefully selected the fabrics and techniques that allow for shirts that don't just look better than any other polo out there... they feel better as well."

UltraClub Platinum Polo Shirts are available for both men and women in a variety of colors, fabrics and styles ranging from Honeycomb Pique to Birdseye. All of these styles are available 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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