

Bodek and Rhodes – Web Catalog Listings for Individual Styles



Style: 8421

UltraClub® Adult Cool & Dry Sport 2-Tone Performance Interlock Tee



Description:

Control your comfort with this two-tone interlock performance tee that will keep you cool and dry.

Sizes: S-4XL

Key Features:

- 100% micro-polyester
- 4 oz.
- moisture-wicking
- UPF 30+ protection
- pill-resistant
- snag-resistant
- athletic fit

S-4XL: Black/ White, Charcoal/ Black, Charcoal/ Bright Yellow, Charcoal/ Navy, Charcoal/ Red, Charcoal/ Royal, Forest/ White, Navy/ White, Red/ White, Royal/ White



Care Instructions:

Machine wash cold with like colors. Use non-chlorine bleach only. Tumble dry low. Cool iron if needed.

Measurement Notes:

Chest from 1" below armhole. Front body length from highest point of shoulder. Sleeve from center back neck. Back neck width from back seam to seam.

Product Specifications

Size	Body Length	Chest	Neck Width	Sleeve Length
S	28	40	7	20
M	29	44	7	20 1/2
L	30	48	7 1/4	21
XL	31	52	7 1/2	21 1/2
2XL	32	56	7 3/4	22
3XL	33	60	8	22 1/2
4XL	34	64	8 1/4	23



Style: 6491

Next Level Unisex Sueded Full-Zip Hoody



Description:

Wear this unisex favorite and you've got it made with super-soft suede.

Sizes: XS-3XL

Key Features:

- 60% combed ring-spun cotton/40% polyester sueded jersey
- 4.3 oz.
- 32 singles
- unisex fit
- unlined hood
- dyed-to-match YKK zipper
- 1x1 ribbed cuffs and waistband

XS-3XL: Black, Cool Blue, Envy, Heavy Metal, Midnight Navy, Mint, Red, Royal, Tahiti Blue, White

Measurement Notes:

Measurement Notes: Bust is measured 1" below armhole. Length is from HPS. Sleeve length from shoulder



XS S M L XL 2XL 3XL

Product Specifications

Size	Body Length	Body Width	Sleeve Length
XS	26 1/2	37	25
S	27 1/2	40	25 1/2
M	28 1/2	43	26
L	29 1/2	46	26 1/2
XL	30 1/2	50	27
2XL	31 1/2	54	27 1/2
3XL	32 1/2	58	28

Examples of Promotional Blurbs (re: Highlighted Products) For Outside Publications

UltraClub Classic Cut Chino Cotton Twill Constructed Cap (style 8101)

Take cover with this classic hat done right, courtesy of UltraClub. Sporting an impressive 4"w x 2 1/2"h imprint area, this 100% washed cotton favorite also boasts a triple-stitched headband, matching self-adhesive closure, and pre-curved visor. Available on bodekandrhodes.com.

J.America Game Day Jersey (Youth J8219/Adult J8229)

Whether in the game or cheering from the stands, this is the real-deal imprintable jersey to wear when it's all on the line. Officially licensed for ultimate authenticity, this oversized favorite is made with 100% cotton jersey knit for that soft-yet-sturdy quality that will keep any team's spirit strong all season long. Available on bodekandrhodes.com.

Next Level The Ideal V (style 1540)

Value pricing and Next Level quality make this basic ladies' V-neck an ideal choice, and a 30-single blend of 60% combed ring-spun cotton and 40% polyester lightweight jersey gives it a super-soft feel well beyond it's price point. Available on bodekandrhodes.com.

Columbia Men's Tamiami™ II Long-Sleeve Shirt (style 7243)

Ideal for longer trips or good old-fashioned socializing, Columbia's lightest-weight fishing shirt features antimicrobial properties to keep it fresh and odor-free over multiple wearings. With moisture-wicking properties and Omni-Shade™ UPF 40 sun protection, it's the perfect shirt to show off on the boat or at the bar. Available on bodekandrhodes.com.

**An ENTIRELY NATURAL
line of
fruit juice beverages
for the
health-minded
consumer...**



Products are entirely ALL NATURAL...

- ✓ No high fructose corn syrup
 - ✓ No artificial sweeteners
 - ✓ No artificial colors
 - ✓ No artificial flavors
- NO ARTIFICIAL ANYTHING**



**Premium, all natural ingredients =
Premium Flavor & Refreshment!**

**EARTH WISE drinks contain an amazing 25% juice
content*... MUCH more than other leading brands.**

**All packaging components will be touted for their earth-
friendly characteristics.**



**Chilled gable top cartons will incorporate
Sustainable Forestry Initiative symbol &
chasing arrow recycling symbol**



SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.™

Through this program, we pledge to plant 1.5 trees per every
tree harvested. Log onto www.sfiprogram.org for more info

This widely-recognized symbol indicates recyclability.
Search for local recycling areas at
www.werecyclecartons.com



*Lemonade is 15% juice content

Product #	Description	Pack Size	Case Weight	Cube	Pkg Dimensions L x W x H	Case Dimensions L x W x H	Pallet Pattern	Cases per Pallet	Pkg (Product)GTIN UPC Code	Case GTIN/UPC Code
8231	Harvest Lemonade	8/64oz	37.5 lbs	.73	9.5 x 3.9 x 3.9"	16 x 8.75 x 10"	15 x 5	75	0-53600-10311-4	100-53600-10311-1
8232	Passionfruit Aloe	8/64oz	37.5 lbs	.73	9.5 x 3.9 x 3.9"	16 x 8.75 x 10"	15 x 5	75	0-53600-10312-1	100-53600-10312-8
8233	Pomegranate Blueberry	8/64oz	37.5 lbs	.73	9.5 x 3.9 x 3.9"	16 x 8.75 x 10"	15 x 5	75	0-53600-10313-8	100-53600-10313-5
8234	Watermelon Supreme	8/64oz	37.5 lbs	.73	9.5 x 3.9 x 3.9"	16 x 8.75 x 10"	15 x 5	75	0-53600-10314-5	100-53600-10314-2
8235	Strawberry Kiwi	8/64oz	37.5 lbs	.73	9.5 x 3.9 x 3.9"	16 x 8.75 x 10"	15 x 5	75	0-53600-10315-2	100-53600-10315-9
8236	Orange Carrot Mango	8/64oz	37.5 lbs	.73	9.5 x 3.9 x 3.9"	16 x 8.75 x 10"	15 x 5	75	0-53600-10316-9	100-53600-10316-6

30 Day Shelf Life Guarantee

February 25, 2013
Contact: Mary Ellen Nichols
1-800-877-9911 ext. 1014

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.

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.

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Bodek and Rhodes
HOME OF ULTRACLUB®

Headquarters: 2051 Grant Avenue, Philadelphia, PA 19114
Locations: Pennsylvania | California | Florida | Massachusetts | Michigan
800.523.2721 | Fax: 800.531.9626 | www.BodekandRhodes.com | m.BodekandRhodes.com

FOR IMMEDIATE RELEASE
March 18, 2013
Contact: Mary Ellen Nichols
1-800-877-9911 ext. 1014

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.

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Johanna Foods News Flash
March 30, 2011

LA YOGURT RANKED #1 BY BON APPETIT MAGAZINE

Johanna Foods, Inc. is proud to announce that Bon Appetit has named La Yogurt Fat-Free Plain Yogurt as their #1 yogurt in the categories of flavor and nutrition. Based on the results of a selective taste test of the ten highest-quality yogurts on the market, La Yogurt was the clear favorite of the magazine's distinguished panel of critics.

The results of this internal survey were conducted as part of Bon Appetit's popular "Supermarket Standoff" column. The goal was to explore the relative quality of yogurts that could be sweetened to taste, eaten plain or used in delicious recipes. Therefore, only nonfat plain yogurts were selected, ensuring an honest assessment of each in comparison with the others.

As mentioned, the selected yogurts were rated in two distinct categories: flavor and healthiness. In the flavor category, La Yogurt sailed to the top spot, with one judge commenting that it had "great flavor, [and a] slightly curdy texture." Other top performers in this category included Brown Cow Yogurt and Wallaby Organic Yogurt.

In the health category, Nutritionist Marissa Lippert ranked the yogurt products based on "ingredient lists (the shorter, the better); percentages of calcium and Vitamin C, D, and iron; and amounts of protein and sugar." Again, La Yogurt was ranked #1, offering the most impressive health benefits of all of the candidates. Even better, the second-place runner-up was America's Choice, a private-label product that is also manufactured by Johanna Foods. These products beat out a bevy of other premium-quality products like Stonyfield Organic Yogurt.

Bon Appetit is a nationally-distributed magazine and website focusing on fine food and the art of entertaining. Published by Conde Naste, this monthly favorite of "foodies" from coast-to-coast is written out of offices dispersed throughout the United States, giving it a true national scope.



Bodek and Rhodes – Script for on-hold messaging (January 2016)

1.

I don't have long to talk before your call's answered, but you really should know about Power Buys that help you boost your profits.

If you go to BodekandRhodes.com, you'll see a section that gives you amazing deals on select premium labels. Designed to increase your profit margin, Power Buys gives you unique opportunities to save, earn and increase your profit margin.

Right now, there are hot specials specifically for this season that you won't want to miss – so check it out at BodekandRhodes.com!

2.

2016 is the year to cover all of your clients' needs, and we've got the apparel and accessories to do it.

Think about winter sales with jackets and fleece from UltraClub. Or perhaps they're looking for the hot new fashions from Next Level, or high quality outerwear from Columbia!

As always, there's a giant range of basics from caps to tees from favorite brands like Hanes, Fruit of the Loom and tons of styles of Gildan and Anvil!

It's all here at BodekandRhodes.com – and now's the time to start browsing our styles to put together complete programs for your clients this year.

3.

Have you connected with Bodek and Rhodes on Facebook yet? Each day, we share news, photos, and selling tips and trends that are guaranteed to enlighten, inform and brighten your day. Head to facebook.com/BodekandRhodes and like us today!

4.

Our 2016 catalogs are coming out now! But it's not too late to get your own personalized catalog with your choice of covers. Just visit BodekandRhodes.com today to order yours for the next print run or to order blank catalogs today!

5.

Are you doing all you can to promote yourself? Because let's face it, better promotions mean better profits.

Bodek and Rhodes – Copy for promotional messaging on invoices

Starting 3/9

Did you know that our complete “Big Book” catalog is digital? Click the ZOOMcatalog link at www.BodekandRhodes.com for a fully searchable digital catalog that you can send to your clients as if it’s your own!

Starting 3/16

Spring Sales Tip: Now’s the time to start selling organic and eco-friendly for Earth Day – check out our more than 50 styles to help you get started today.

www.BodekandRhodes.com

Starting 3/23:

FREE FREIGHT on online orders over \$150! Visit our website for details –

www.BodekandRhodes.com.

Starting 3/30:

Your COMPLETE virtual sample tool - Create, email, save, proof and download virtual samples and hi-res art! Check out the Apparel Design Studio at www.bodekandrhodes.com/designstudio/ today.

Starting 4/6:

Have you liked us on Facebook? We post sales tips, marketing advice, highlight the hottest trends and give you lots of valuable industry information every week. Go to facebook.com/bodekandrhodes to like us today.

Starting 4/13:

USA, show your true colors this year by promoting Bayside, a quality brand of 100% American-made products. Visit our website for details – www.BodekandRhodes.com.

Starting 4/20:

Want more business? Take advantage of our professionally designed marketing tools to help drive more sales! Free email promotions, custom websites, swatch cards, sales kits and lots more just to help your business succeed – all at www.BodekandRhodes.com/marketingtools

Starting 4/27:

Did you know that Bodek & Rhodes carries the ENTIRE line of NEXT LEVEL products? All of our warehouses throughout the U.S. are stocked with Next Level apparel and ready to ship right away! Visit our website for details – www.BodekandRhodes.com.

Starting 5/4:

Promotionally-Driven
Features for
Bodek and Rhodes'
Quarterly Magazine,
BRANDS

Great Moments in T-Shirt History

HISTORY LESSON

When T-Shirts first surfaced over 100 years ago as standard-issue gear for the U.S. Navy, who could have predicted that they'd become an essential part of our culture in so many ways? From status symbols to walking billboards, these staples of our society have evolved again and again, generation after generation. Here are some historical highlights.



1913

The U.S. Navy supplies T-shirts to submariners working in tight, sweltering conditions as a more comfortable alternative to restrictive gear.

1944

The T-shirt finds acceptance as a uniform for the working man . . . everyone from mechanics and miners to farmers and factory workers.



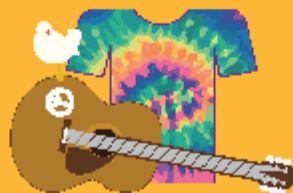
1951

T-shirts go Hollywood, as mega-stars like James Dean and Marlon Brando are seen wearing them in classic movies.



1962

T-shirts with rock 'n' roll band logos and political messages become popular, thanks to the evolution of the screen printing industry. Plus, tie dye emerges as the fashion statement of choice for the hippie movement.



1977

Here come the gimmick T-shirts! "I heart NY" shirts catch fire and spawn imitators all over the country, while tuxedo tees bring irony to the mix.



1984

T-shirts are elevated to a new level of fashion, thanks to the *Miami Vice* T-shirt and jacket combo.



2009

Meme mania runs wild, spawned by the Internet-fueled popularity of the Three Wolf Moon T-shirt.

REASONS TO IMPRINT

[AS IF YOU NEEDED ANY]

The art of imprinting has been around for a long time, yet so many people don't realize all of the ways that we see it, use it and—most importantly—need it. We can't possibly cover them all, but hopefully we can remind you why imprinting is so great.

It's one of marketing's oldest tricks of the trade. The strategy of giving away imprinted T-shirts and other promotional items has been popular for years—decades, even. So why are we still doing it? Simply put, it works.

Think about it: isn't the essence of promotion to make your "mark" on customers? Well, imprinting is almost exactly that. By adorning promotional gifts with something associated with a company's distinct identity, the recipients won't just remember them, they'll think of them first the next time they are looking for the products or services that company provides. Plus, by wearing an imprinted T-shirt, baseball cap or other product of choice, they'll become a ready, willing and able walking billboard, all at a relatively minimal cost.

Where are imprinted promotional products most impactful? For starters, how about charity events? Go to any marathon or 5K and you'll likely see the place swarming with imprinted event T-shirts that serve two major purposes. On the front, they probably sport the date, name and location of the event itself, thus promoting the attached charity and drumming up interest for next year. On the back, shirts of this type often feature a list of names or logos of event sponsors, which gives them the exposure that encourages them to financially support the cause. In that respect, these are truly the type of races where everyone wins.

Then there are company events—employee barbeques, golf outings or even family days. A company can gain a lot by printing up and handing out promotional tees or other products to its own employees. They may not gain any new customers, but they will likely earn something just as important: a renewed sense of gratitude, loyalty and pride from their own crew.

Here's an easy one: sports! Whether for a fan, a player, a parent or all three, imprinted items are a tried-and-true way to build team spirit and show support. High-quality imprinted uniforms can give a team that extra boost in confidence to overcome the opposition, while great-looking tees and other paraphernalia can enhance the fan experience and be incorporated into successful fundraising efforts for the team.

Don't forget: imprinting isn't limited to T-shirts or apparel. You can put a name, logo or messaging on bags, hats, laptop cases or almost anything else that you can imagine—as long as it's something that people will keep around and use, preferably in public. If they associate the company with something desirable and productive, that's great. If others can see it and ask about it, that's even better.

A recent survey found that an amazing 74 percent of all industry professionals questioned believed that promotional products were an effective marketing tool. Pick the right item for current or potential customers, imprint it effectively and you'll most certainly reap the rewards.

The Next Generation of Corporate Apparel

6731 Next Level Tri-Blend Long-Sleeve Scoop



For the new generation, comfort is key and starched-up cotton is out. Next Level understands this, so they've gone to great lengths to offer some of the most luxurious fabric blends possible. From poly/cotton favorites to exquisite tri-blends, their stylish fashions aren't meant just to be worn, but enjoyed.

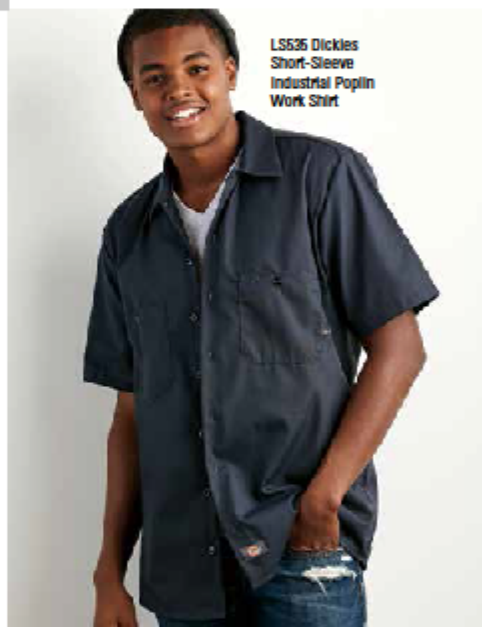


N290 Hanes Adult Nano 1/4-Zip Fleece



Dickies has been making quality workwear since 1922, but only recently have the style and spirit of their apparel found their way into the corporate world. With a new focus on more fashionable styles that still embody the durability and work ethic of the classics, this leader in blue-collar uniforms has become a winner in the white-collar world as well.

LS535 Dickies Short-Sleeve Industrial Poplin Work Shirt



THE POPULARITY OF THE 1/4-ZIP

It seems like everyone is wearing 1/4-zips these days (like style N290, shown above). After all, it's a fashion-forward look that is versatile enough to work in a lot of different settings, but credit the millennials for popularizing them in offices around the country. Check out UltraClub's unbeatable assortment of 1/4-zips to satisfy any millennial.



3985 BELLA+CANVAS Unisex V-Neck Lightweight Sweater

BELLA+CANVAS LOS ANGELES

They're stylish, they're soft, and—dare we say it—sexy. BELLA+CANVAS's uber-popular brand of fashion-forward styles are certainly not our parents' typical workplace attire, but in today's increasingly-creative professional world, their unique brand of self-expression makes them a perfect fit for any office.



BRANDS Note

WORK HARD, PLAY HARD

In our industry, we are always concerned with aesthetics. How does this polo look? How do these patterns coordinate? Do these colors go together? It's a visual world that we live in . . . so much so, that we often forget the most important question one can ask about any brand, style or outfit: how does it make us feel?

In this edition of BRANDS, we tackle two of the most significant aspects of our lives: work and play. While completely opposite on the surface, these two types of activity have several things in common. Both are important to a well-balanced life. Both can be very time-consuming. Most importantly, both require one to be in the correct frame of mind to accomplish their goals. In other words, a good day at work or play requires one to "feel" it.

That being said, choosing the appropriate apparel is a huge part of creating the proper vibe for success. For work, professional fashions and durable styles built to withstand the rigors of the job at hand are paramount to success, while playtime always benefits from comfort, function and fashionable fun. You'll find examples of all of the above throughout this issue, along with some unique insights about work, play and how they fit into our lives.

With the polo being such a popular choice for both business and fun, we've supplied some tips on how to pick one. Different groups have different needs, and we've broken down the most pertinent options.

Let's not limit ourselves by only thinking old-school—not when the future looks so bright. Looking at the work apparel trends of the next generation and understanding what they'll be wearing at work can only help us to figure out what style choices will likely win their hearts.

Speaking of winning hearts, one surefire way to do that is via the gesture of corporate gifting. We explain the rhyme and reason behind it and offer lots of suggestions to help choose the right gift for any recipient.

We've also included the usual curated assortment of in-demand products from our hottest brands, along with even more information on how to wear and customize them. We've even added a slew of fun factoids that make great conversation pieces even outside of work.

Bottom line: work is important, and play is important. Dressing for the occasion? Absolutely crucial. Enjoy the issue!



on the cuff of a short-sleeve polo

on the half-moon patch of a polo

INTERESTING EMBROIDERY

Looks like it's time for some new gear for your team or department. You've got a couple of tried-and-true options: will you go with the T-shirt with the image imprinted on the full front, or are you, instead, looking for the polo with the standard small logo on the chest? After all, these are the only two options that are considered fashionable, right?

Not so fast. With so much branding in our world today, things have gotten much more creative than the old stand-bys. Front-and-center is obviously prime placement for any logo or messaging, but the sides or even the back of a shirt can also boost a brand. When considering logo placement for promotional products, consider the following options.

POLO SLEEVE: Sure, the chest is a common visual focal point on a polo shirt, but other areas are equally visible. The sleeve is a wonderful eye-catcher, especially when attached to a primo style like the UltraClub® Men's Cool & Dry Mesh Piqué Polo (style 8210).

HALF-MOON PATCH: Seemingly made for decoration, feel free to get creative with bold imagery or logos for this prominent area on the back of styles like the UltraClub® Men's Classic Piqué Polo (style 8535).

ON THE CUFF: Promotional branding can go high-end, too. We offer a wide variety of wovens that can help promote any business entity via logo or monogram placement on the cuff. The UltraClub® Men's Classic Wrinkle-Free Long-Sleeve Oxford (style 8970) is a great example of a classy platform for any logo of choice.

FISHING SHIRTS: We'd be remiss in not mentioning our newest brand addition, Columbia. One of the trends that has made them such a hot seller is their fishing shirts, which, like Columbia Men's Bahama™ II Long-Sleeve Shirt (style 7048), can be embroidered on the back with style. They are great on the boat, but can also double as fashion statements everywhere from beaches to bachelorette parties.



on the cuff of a woven



on the back of a fishing shirt

TRENDSETTER
Make your team and your style stand out.
SEE: CONCEPT FIVE,
JONES BRAND
BRIAN BOUTERFIELD
Parkside Down Jacket



BUSINESS CASUAL
Professional capital never looked so good.
SEE: CONCEPT FIVE, JONES BRAND, BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD



ON A BUDGET
Outfitting your team doesn't have to break the bank.
SEE: CONCEPT FIVE, JONES BRAND, BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD



CLASSIC
You can't go wrong with the basics.
SEE: CONCEPT FIVE, JONES BRAND, BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD



GET THE LOOK

Outfitting Teams

Dress for Success



UNIFORM PROGRAMS
Here are the right options for every team.
SEE: CONCEPT FIVE, JONES BRAND, BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD
BRIAN BOUTERFIELD

Employees need options. From office workers to on-the-road delivery services, every company wants their team to be comfortable, functional and professional looking. The weather or working environment may change every season or, in some cases, every day, so it's important to have a flexible array of work wear available that can help give any team a cohesive look that conveys the most positive aspects of a company's identity.

In today's increasingly stylish professional world, super-simple work wardrobes have gone the way of flip phones and tube TVs.

You can find them if you look hard enough, but they certainly aren't what most people are clamoring for. They want to get creative and find those magical combinations of apparel that create the perfect look, feel and comfort level. These days, it's all about layering.

Wear a squary look? Try pairing a V-neck with a jacket for that ready-for-action effect. Looking for something a bit more on the business side? Take it on the road by tugging off a handsome woven and tie with a trendy jacket, complete with a company logo. Prefer to be progressively preppy? How about a polo topped with a stylish sweater?

The possibilities are endless.

Now's the best part: creating the perfect outfit for any uniform or team doesn't need to break the bank. Whether you are coming up with ideas for your own team or looking to pitch a program or package to a customer, brands like UltraClub offer plenty of budget-friendly styles that are perfect for putting. With so many styles, colors and price points available, options are only limited by your imagination. Create an outfit that is the perfect "fit" and get that team in gear!



3985 BELLA+CANVAS Unisex
V-Neck Lightweight Sweater

Millennials in the Workplace

They are the youngest generation of professionals—the young ladies and gentlemen whose entire work history has taken place after the turn of the century. Commonly referred to as “millennials,” they are vibrant, intelligent, energetic, and they hold the future in their hands. They also stand out in comparison to their elders because they value comfort and aren’t afraid to show it.

Unlike prior generations who felt beholden to somewhat-formal standards established by their peers and predecessors, the current generation has become much more at ease with writing their own rules . . . or eliminating

them. In many cases, that means that blazers and dress pants are out, and T-shirts, jeans and sexier styles are in. The push for conformity has given way to individual expression, and in a world increasingly driven by creativity, that’s not a bad thing at all. In fact, brands like BELLA+CANVAS are putting a lot of focus on designing stylish, classy clothing that works just as well in the office as it does at happy hour.

Of course, today’s generation isn’t only into looking good all day long—they want to feel good too, so comfort has become key in the workplace. No more overstarched dress shirts; these days, polos and 1/4-zips

rule the day, and soft fabric blends from luxurious brands like Next Level are par for the course.

Another recent trend in the workplace is blue-collar workwear, a category that represents an American aesthetic rooted in hard labor and durable, long-lasting quality. Brands like Dickies, while still servicing the same blue-collar workforce that has been their focus for decades, is now simultaneously marketing to a whole new audience as millennials turn them into fashion statements.