



alphabroder Welcomes Bodek And Rhodes To Its Brand Family

Supplier alphabroder (UPIC: BRODER) today announced the addition of Philadelphia, Pennsylvania-based supplier Bodek and Rhodes (ULTRACLB) to its family of brands. alphabroder, based in Trevese, Pennsylvania, is led by CEO Norm Hullinger. Bodek and Rhodes is the third significant company to join the alphabroder family in the past three years, after Ash City Worldwide in 2014 and Imprints Wholesale in 2012. Leaders at alphabroder say the combination of these two companies establishes a new standard in the industry for product, quality and availability.

"As a family business, Bodek and Rhodes gave careful consideration to our customers and employees and we feel that we have chosen a partner that matches our values and commitment," says Mike Rhodes, CEO of Bodek and Rhodes. Rhodes and members of his family will continue as owners in the combined company, and he will serve on the Board of Directors.

Central to plans for the integration of the two companies, say the executives, is the desire to place one priority above others: current customer delivery and service levels. "The combination of these companies was born out of input from our customers, so we will honor this by continuing our sharp focus on their businesses," says Hullinger. "Bringing our organizations together will provide us with the flexibility and agility to focus 100 percent on our customers, and to deliver best-in-class solutions to help their businesses succeed. This merger provides our customers with unmatched product choice, reach, delivery and availability."

Follow *PPB Newslink* for more on this breaking story.