

alphabroder Announces the Addition of Commonwealth Cotton to its Family of Brands

Commonwealth Cotton has built an outstanding business through focus on the right assortment of products and excellent customer service. These tenets align very well with alphabroder's commitment to product assortment, deep inventory and outstanding customer service. The two businesses will immediately complement each other. Norm Hullinger, CEO of alphabroder said, "We are extremely excited and proud to be aligning with Commonwealth Cotton. There is both a business and cultural fit here that will benefit the companies and our Customers."

David Cramer, Commonwealth Cotton Founder/President, will remain fully engaged in the business. He will be taking on a senior sales position with alphabroder. We are looking forward to maintaining and, in fact, increasing the support level for Commonwealth Cotton's loyal customers. "We are pleased to be joining the alphabroder team. alphabroder represents the best in the industry from products to inventory to customer service. We couldn't be more excited for the growth and expansion this represents for Commonwealth Cotton," said Mr. Cramer.