



## NEWS FOR IMMEDIATE RELEASE

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### PRIME LINE® HONORS EMPLOYEES AT AWARD RECOGNITION CEREMONIES

#### FOUR SALES TEAM MEMBERS ALSO WIN AWARDS FROM DISTRIBUTORS

BRIDGEPORT, CONN. (March 13, 2019) – Prime Line®, the hard goods and decoration division of alphabroder, held employee recognition ceremonies at its Connecticut and South Carolina facilities honoring employees nominated for alphabroder-Prime Line Corporate Team Recognition Awards.

Prime's winners included Rick Tanner (Innovation Award), Jeffery Bennett (Leadership Award) and Willary Acevedo (Spirit Award) were also honored at an awards dinner that took place in conjunction with alphabroder's Northeast Expo show.

alphabroder's recognition awards program originated in 2018 and spotlights employees who dedicate themselves to doing an amazing job, consistently, day in and day out.

In addition, Prime Line was named Supplier of the Year by Quality Logo Products for the fourth consecutive year and four members of Prime's sales team were honored by other distributors. Gabriel Jordan was recognized by PromoShop as its Outside Rep of the Year; Alexandra Gukhman was named Outstanding Supplier Representative by iPROMOTEu; Joe Dworkin received ePromos' Elite Inside Sales Rep of the Year award; and, Jonathan Horowitz was honored as the CPPA Supplier Internal Support Person of the Year.

"These awards are well deserved and a testament to the hard work and dedication of the individual recipients as well as those who support them," said Jeff Lederer, president of Prime Line. "Although our company has evolved dramatically, our customer-first approach has remained the same since the beginning of Prime and has become engrained in our culture. Beyond this, the long-standing relationships our people have with distributors is another reason why they want to work with us," added Lederer.

In December 2017, Prime Line merged with alphabroder. A founding member of the Quality Certification Alliance (QCA), Prime has been a leading industry supplier since 1980 and is headquartered in Bridgeport, Connecticut. For more information about Prime Line, visit [primeline.com](http://primeline.com).

About alphabroder®: Founded in 1919, alphabroder is North America's largest distributor of trade, private label and retail apparel brands and merchandise to the promotional products marketplace. alphabroder offers more than 40 brands including a broad selection of retail and trade brands such as Under Armour®, Bella+Canvas®, NL Next Level Apparel™, Threadfast Apparel®, Adidas®, Columbia®, Marmot®, Gildan®, Fruit of the Loom®, Hanes® and many others, as well as sourcing its own Private Brands. For more information about alphabroder, please visit [alphabroder.com](http://alphabroder.com).

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