



FOR IMMEDIATE RELEASE:

Superior Decorating, a division of Pro Towels, is proud to announce a new partnership with retail apparel brands Textile and Fairweather Johnson - formally titled Superior ONE. With this partnership, Superior ONE will now offer single purchase order, printed apparel orders on two premium apparel options from Textile, and one 100% recycled apparel piece from Fairweather Johnson, all at an incredibly affordable price with fast turn times. Known for deep inventory and high level of service, Superior Decorating's strategic partnership with Textile pairs high-end decoration with the highest quality print-ready apparel available. In addition, the Fairweather Johnson option provides a level of sustainability that is never-before-seen in the industry. Overall, Superior ONE is excited to provide a one-stop printed apparel solution from a tenured contract decorator known for both reliability and quality.

When asked for a statement on the collaboration:

Aaron Moreno, VP of Operations, Textiles said, "This partnership with Superior ONE is very exciting for the Textile brand. This provides a new market and channel of distribution for our product. Superior ONE's decorating abilities combined with our proprietary finishing is a total win-win."

John Rusk, President & Founder of Fairweather Johnson remarked, "Fairweather Johnson is the first 100% recycled apparel brand in the US. We offer more than just a so-called "sustainable" piece in a line. Our partnership with Superior ONE, gets our sustainable brand and products in the hands of corporate, promotional and decorated apparel buyers that are in need of very much in-demand, recycled apparel options."

And Keith Lofton, VP of Sales at Superior says, "We are so pumped! This is a project that has been in the works for quite a while now. It's taken three years to find an apparel partner we trust, a quality product that's been developed specifically for printing, and a team that matches the level of service we provide. Superior couldn't be more thrilled to have found what we were looking for with Textiles. They have similar goals and value the partnership just as much as we do. Their shirts matched with our decorating brings something truly unique to the table for our distributor partners, and the ease of one P.O. ordering? It's the chef's kiss! We can't wait for you to see, touch, and fall in love with these products."

The three Superior ONE debut styles are available for immediate purchase with additional options dropping early Q4 2023. Sales resources are available on www.superioridealine.com and www.protowels.com under the RESOURCES tab, and samples are also available for order now. Look for Superior ONE offerings to hit product search engines, and inventory to be live on PromoStandards, later this week.