

MEDIA RELEASE

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ICONIC AMERICAN BRAND NOW AVAILABLE IN WA

After a long absence, iconic American clothing brand Hanes is once again available in WA.

In late August 2009, Perth based promotional merchandise company Tangibility successfully negotiated to become an approved Hanes supplier in WA.

Over its 108 year history Hanes has emerged as a global leader in its field and is acknowledged as the most recognisable clothing brand in the USA with a worldwide reputation for comfort, durability and style.

The Hanes range has gone from strength to strength and has expanded far beyond its original provision of quality men's, women's and children's underwear.

With its re-introduction to the Australian market, the Hanes range will initially include a variety of fashion tee shirts, polo shirts, fleeces and other casual wear with further lines to come.

Tangibility Director, Nathan Schipper is delighted to add this classic retail brand to his company's ever increasing range of instantly recognisable, high quality retail brands. "It has always been our goal to align our client's brands with retail brand names," Mr Schipper said.

"When we discovered that Hanes were re-entering the market it seemed an ideal opportunity for us to offer this established brand name product to our clients. We anticipate that its presence in WA will change the marketplace for good."

"Tangibility is committed to providing high quality promotional items and Hanes is a welcome addition to our existing selection that already includes many other well known retail brands including MORRISSEY and S & P."

"Whether people choose to acknowledge it or not, the promotional merchandise they use has both a real and perceived value. It is important to get it right. Many retail brands have a high perceived value and as a result are great gifts for clients."

"Many of our clients are always looking for ways to add value to their promotional gifts. It may be as simple as ensuring that the item itself is of the best quality available and is a reflection of their brand. Hanes create a high quality product and we are happy to have them on board."

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Prepared by: **Tangibility**

T (08) 9316 4666 | F (08) 9316 4866 | E info@tangibility.com.au | W www.tangibility.com.au
907 Canning Highway Applecross, Perth WA