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Headsweats Lowers Custom Order Minimums and Expands European Distribution in 2016

Cincinnati, OH – November 9th, 2015 - As they close out a highly successful 2015, [Headsweats](http://www.headsweats.com) is excited to unveil a series of new business, distribution and website updates heading into the New Year. The leader in performance headwear for runners and athletes is poised to offer lower minimums on custom orders, which will help accommodate more retailers, events and teams. Additionally, the brand will unveil an updated website in early 2016, and is making major strides in expanding their international distribution.

Headsweats is dedicated to expanding and enhancing its custom design business by offering a 50-piece minimum on custom factory orders with a quick turnaround time of four to five weeks after final artwork approval. These new minimums will allow customers a wider variety of customization options, and will open up opportunities for more companies, events and teams with short lead times to work with the brand.

In the summer of 2015, Headsweats opened an office in the UK to service a growing market in Europe and the brand has also recently expanded its distribution into Denmark and South Africa.

“Having an office in the UK allows us to better service and grow accounts in Europe, as well as take advantage of trade show opportunities and large endurance events being held there,” says Headsweats President, Mike McQueeney. “The European endurance and multisport market has seen incredible growth in recent years, and we’re excited to bring our performance headwear expertise to this demographic to add another chapter to the Headsweats story.”

In the coming months, Headsweats will also be unveiling improvements to their website that will include updating the theme and making navigation more user-friendly.

For more information, please visit www.headsweats.com or email Angie Houck at angie@darbycommunications.com.

About Headsweats

Headsweats is the leader in ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running, and endurance markets. For over 15 years, Headsweats has established itself as the frontrunner in technical headwear by combining the spirit of innovation, unsurpassed customer service and well-developed partnerships with high profile events and brands such as Tour de France, US Military Endurance Sports, Loudmouth, Team RWB and Challenged Athletes Foundation. With a

dedication to seeking out and using innovative materials and designs, Headsweats makes the highest quality headwear in the industry. Keep a cool head. www.headsweats.com.