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Intradeco Acquires Headsweats, Leader in Performance Headwear

New company will introduce Headsweats Performance Gear line of performance tees and race singlets

Boulder, CO – July 5, 2018 – Intradeco, a global vertical-manufacturing company in the textile industry, has acquired Headsweats, the world leader in ultra-light, supremely wicking performance headwear.

“With the addition of Intradeco, we are positioned to broaden the scope of the product selection for custom sublimated apparel at competitive price points, with quick turnarounds and an expanded line to choose from,” says Mike McQueeney, President of Headsweats. “The vertical integration and strategic go-to-market strategy will give Headsweats a competitive edge in performance apparel while expanding our reach into sustainable fabrics. Headsweats will not lose focus on the headwear business that has made us successful. We will continue to innovate and stay on-trend with designs and fabric selections. I couldn’t be more excited about this transition, the future success and opportunity for Headsweats growth.”

To kick off the consolidation, Headsweats plans to introduce new fully sublimated performance tee and running singlet collections this summer. These styles will be available in both men’s, women’s and youth sizing with special wholesale pricing for teams, clubs, retailers and events looking for unique high-performance branded apparel. The full line of performance tees and running singlets boasts cutting-edge sublimation technology, allowing permanent color to embed directly into the fabric, ensuring no fading or cracking of color over time. Both collections will be available in moisture wicking performance polyester. Additionally, Intradeco’s vertical integration and lean manufacturing capabilities will provide Headsweats with the necessary infrastructure to increase production of custom products with faster turnaround times and lower minimum orders.

The new company name is NG Labs dba Headsweats. Alan Romick, founder of Headsweats, will stay on to drive new business opportunities in the performance shirt and apparel arena, while Mike McQueeney will remain President of Headsweats.

Founded in 1982, Intradeco has deep roots in the textile industry with a holistic approach to apparel manufacturing and a commitment to social and environmental responsibility. Intradeco’s state-of-the-art solar-powered distribution center and commitment to reducing manufacturing water provides Headsweats an opportunity to expand its production of performance products while enhancing its commitment to sustainable practices. www.intradecoapparel.com

About Headsweats

Headsweats is the world leader in ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running and endurance markets. For over 20 years, Headsweats has established itself as the frontrunner in technical headwear. Recently, Headsweats has expanded its offerings under its Headsweats Performance Gear arm for teams, clubs, retailers, and events looking for unique high-performance branded apparel. Headsweats prides itself on providing the highest quality performance headwear and apparel in the industry using innovative materials and designs. Keep A Cool Head. www.headsweats.com

For more information on the acquisition, Headsweats Performance Tees or Headsweats visit headsweats.com or email Cory Van Auken at cory@darbycommunications.com or Info@headseats.com .