



FOR IMMEDIATE RELEASE

Contact: Mike Sidders, Lakeshirts

Phone: 218-844-3755

Email: mike.sidders@lakeshirts.com

LAKESHIRTS / BLUE 84 ESTABLISHES FORMAL STRATEGIC PARTNERSHIP WITH ZEPHYR HEADWEAR

Alliance Creates Collegiate Garment and Headwear Powerhouse

DETROIT LAKES, MN September 1, 2020 Detroit Lakes, Minnesota apparel company, Lakeshirts / Blue 84, announced today that they have finalized a strategic partnership deal with Zephyr Headwear.; a veteran headwear manufacturer of over 25 years who is renowned for their quality, designs, and customer service.

Born from a desire to deliver a better hat for sports retailers, Zephyr has grown to an industry leader in the collegiate headwear market. Indeed, their famous “Z Hat” is worn by fans everywhere, and enjoys a significant customer preference. While Zephyr currently makes hats for over 800 colleges, they also channel that same energy and creativity into building custom hats of all types for pro sports teams, clothing brands, and companies everywhere.

Said David Gormley, Zephyr’s Founder and CEO, “We at Zephyr are really excited to establish this alliance with Lakeshirts / Blue 84. Each of our brands bring so much new opportunity to the other. Zephyr is passionate about product and with the clear potential for additional college expansion, along with the opportunity to focus our creativity into the resort market, this partnership is a no brainer. That’s especially true when you consider how much the values of the company are aligned.”

Indeed, both companies share very similar orientations – both lead their respective industries in creative and quality products, both are passionate about the collegiate market, and both pride themselves in their deep and collaborative relationships with their reps and customers alike. Likewise, both are also extremely conscientious about corporate social responsibility, as evidenced by both companies achieving and maintaining accreditation with the Fair Labor Association (with whom only 34 companies are currently accredited).

The alliance has been a comfortable process for both companies, and is attributed to the alignment of their cultures and their orientation.

“We’ve watched Zephyr for a number of years now and have always been impressed with their product line, their results, and how they conduct business,” said Mark Fritz, Lakeshirts’ co-CEO. “We’re thrilled to be able to align our capabilities to take advantage of the opportunities we both see in the marketplace. We look forward to working with David and the entire Zephyr team, and know that our garment customers and their hat customers will immediately appreciate the broadened solutions our aligned companies will be able to deliver.”

ABOUT LAKESHIRTS / BLUE 84

Lakeshirts / Blue 84 is a Resort and College garment manufacturer headquartered in lakes country in Detroit Lakes, Minnesota. Started in 1984, what started in a basement has grown to a 325,000 square foot production and warehouse facility, over 600 team members, six dogs, and more than 10,000 satisfied customers. Despite our growth, our focus is still on our fantastic customers. We strive to exceed not only our customers’ expectations, but bring value to all our stakeholders – customers, employees, vendors, owners and the community we call home.

ABOUT ZEPHYR HEADWEAR

Zephyr Headwear, established in 1993 and headquartered in Northern Colorado, is known as a leader in creativity and quality and provides headwear for more than 800 colleges, professional leagues, high schools, and brands. Zephyr’s Mission is to make the Zephyr brand synonymous with quality headwear, to build Brand Loyalty and Company Value by being the industry leader in design, delivery, and customer satisfaction, and to ensure profitability by fostering a fun, creative, and effective workplace.

###

MEDIA CONTACT

Mike Sidders
218-844-3755

mike.sidders@lakeshirts.com