

For Immediate Release
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Postseason Custom Program

March 8th, 2019. Coon Valley, WI. After many years of working with the top high school and college programs across North America, Borah Teamwear has learned a thing or two about custom apparel best practices. “The main issue we see from the majority of the teams is that they wait too long to start the custom process” says Kevin Johnson, Borah’s National Nordic Account Manager. “The design process typically takes a few weeks for the client and our artists to create their one-of-a-kind design,” Johnson adds, “we then need time to hand craft the garments in our Wisconsin factory, typically around 7 to 8 weeks in total.” Borah’s goal is to make sure all of their customers are kitted out in the best looking and highest performing custom Nordic apparel available **before** the first snowflake hits the ground. So, for the 2019/2020 season, Borah is offering a 10% discount along with a custom lazer band (one band per race suit or jacket), for all orders placed before the end of the school year. Borah also offers **free design**. Simply provide them with your logos, colors, team mascot and design ideas to get started. Their in house artists will then work their magic and begin creating your team’s unique, totally custom design. More information about Borah’s Postseason Custom Program can be found here:

<https://borahteamwear.com/nordic-ski-teamwear/>

About Borah Teamwear

In business since 1997, Borah Teamwear has grown to become a premier manufacturer of high-quality custom sublimated active outdoor apparel. Borah’s offering includes cycling, running, triathlon, nordic, alpine and casual wear. All of Borah’s products are 100% custom made at the company’s solar-powered headquarters in Coon Valley, WI, where the latest technological advancements in apparel design and production are utilized.

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