

## **FOR IMMEDIATE RELEASE**

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## **DRI DUCK GOES DIGITAL WITH INTRODUCTION OF ONLINE APPAREL CATALOG**

OVERLAND PARK, Kansas, May 2010 – – With the recent release of its 2010 work wear and outdoor apparel catalog, DRI DUCK introduced more than its latest collection of high-quality, high-performance jackets, shirts and caps. The company launched a new, electronic version of its product catalog designed to meet rising customer demands for a more flexible and versatile format.

By cutting back on the number of printed catalogs, DRI DUCK is also making environmental strides to support its *Shades of Green* initiative aimed at promoting more eco-friendly, sustainable environments. “The new eCatalog allowed us to reduce our print quantities by over 50 percent while also making it easier and more cost-effective for us to reach an even broader audience,” says Scott Tubbs, General Manager.

Teaming up with the Omaha-based Proforma Identity Marketing Group, DRI DUCK created an online catalog that mirrors its printed counterpart in appearance and product offering. Users can flip through pages and browse in a similar fashion, and also interact in new ways—zooming in on product details and even cropping specific product images. What’s more, sharing the catalog is easier than ever with built-in tools for creating and emailing individual products or a PDF of the entire catalog.

To complement the new digital format of its customer catalog, DRI DUCK’s sales force is also utilizing a new online Sales and Marketing Guide. The guide includes enhanced features for instant access to full product specs and tools for grouping and sharing products based on specific customer needs and interests. “We’re really excited about the ability to create and deliver a customized product offering virtually on demand,” says Nicole Parker, Corporate Sales Manager. “The added convenience and time-savings is something our corporate clients and retail markets can really appreciate.”

In addition to the perks of the new format, DRI DUCK’s 2010 catalog offers a full range of innovative designs, styles and features at affordable prices. Alongside its popular line of jackets and caps, customers will find much-anticipated additions to the top-selling Wildlife Series collection, an expanded line of shirts and fleeces loaded with performance features, and more—all made with the same level of quality craftsmanship customers have come to expect from the DRI DUCK brand.

**To view DRI DUCK’s full 2010 eCatalog visit:**

**<http://catalog.proemags.com/publication/5700812d - /5700812d/1>**

*About DRI DUCK*

*DRI DUCK is an apparel company specializing in clothing for the active worker and outdoor enthusiast. Its product line consists of a full range of jackets, shirts and headwear created with appearance and performance in mind. Its parent company, Design Resources, Inc., is a world-class product development company specializing in the design, sourcing and importing of quality apparel.*