

The logo for daiber, featuring the brand name in a blue, cursive script font.

## **#ALLYOUNEED – 2019 everything from one source**

**Albstadt, January 2019. Every year the product lines of JAMES & NICHOLSON and myrtle beach are supplemented by a lot of novelties. The two brands offer one of the widest ranges for textile promotional items – trend-, quality- and price-conscious. The same goes for 2019 under the motto: #ALLYOUNEED – the all-round carefree package for every dealer. Promotion, sport, leisure, business, workwear are the most important fields of JAMES & NICHOLSON and myrtle beach.**

### **Quality at an entry level price**

2019 is the launch of an extensive price entry collection with attractive products in the price entry segment. Customers who need large quantities can look forward to textiles in a huge selection of colours and sizes (XS-5XL) – of course, in the usual JAMES & NICHOLSON quality. Classic T-shirts made of single jersey in different colours such as gold-yellow, pink, dark-green or royal are an issue as are polo shirts, sweatshirts with round neck and raglan sleeves as well as hoodies with drawstring. In 2019 these products will also be available for children (XS-XXL). All the textiles of JAMES & NICHOLSON are manufactured with social and ecological responsibility, that is, they are REACH-compliant and produced in accordance with OEKO-TEX® Standard 100.

### **Organic Cotton Collection 2.0**

The year starts off with the new price entry collection, however, in 2019 a lot more is planned. The extended organic cotton collection comprises a huge selection without chemical pesticides: from sweatshirts made of at least 85% combed, ringspun organic cotton, in fresh colours such as acid-yellow, orange, turquoise or lime-green to zipped hoodies or hooded sweat jackets. A natural and pleasant attitude towards life is also conveyed by the new T-shirts for men and women in maritime look, with a breast pocket, made of 100% organic cotton, in the colourways red/white, white/navy, navy/white and atlantic/white. The wide organic cotton range is extended by an organic cotton headband made of 100% organic cotton, light cotton scarfs in fashionable colourways, as well as classic socks with elastic cuffs with Lycra®. Moreover, the sustainable segment is extended by a new spa collection made of organic cotton.

For further information please visit: [www.daiber.de](http://www.daiber.de).

# daiber



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## **About JAMES & NICHOLSON und myrtle beach**

Both in textile promotion and in corporate fashion JAMES & NICHOLSON and myrtle beach are among the most popular brands in Europe. Every year the wide product range is supplemented by about 100 fashionable novelties. The two brands cover the areas of promotion, sport, leisure, business and workwear.