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**PROMOGRAM** July 12, 2018

## **Russell Athletic Partners With Boxercraft To Court Collegiate Market**

Boxercraft will manage Russell Athletic's collegiate business, including sales, fulfillment and associated licensing obligations.

By **Christopher Ruvo**

### ***In a Nutshell***

*\*Boxercraft is the exclusive partner for Russell Athletic's collegiate licensed business.*

*\*Boxercraft will also handle Russell Athletic's Minor League Baseball rights.*

Georgia-based Boxercraft (asi/41325) is now the exclusive decoration, marketing and sales partner for Russell Athletic's collegiate licensed business, the companies have announced.

“Boxercraft has a world class service model, is well established in the collegiate market, and continues to invest for future growth, making them a great strategic partner,” Matt Murphy, Russell Athletic Vice President, said in a statement. Indeed, Boxercraft specializes in spiritwear and imprinted/licensed apparel targeted at youthful/collegiate demographics – a focus that's garnered the firm ample success.



[@boxercraft](https://twitter.com/boxercraft)

We love helping students stylishly rep their university with pride! It's such an honor to be featured on the cover of University of Notre Dame's bookstore catalog! [#BXCStyle](#)  
[2:01 PM - Jun 25, 2018](#)

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Notably, Boxercraft will also assume Russell Athletic's Minor League Baseball rights. "This new strategic partnership will leverage our best-in-class services to enhance the rich heritage of the Russell Athletic brand while creating new opportunities for growth," said Shelley Foland, Boxercraft CEO.

Come October 2018, Boxercraft will manage Russell Athletic's collegiate business, including sales, fulfillment and associated licensing obligations. To

<https://www.asicentral.com/news/newsletters/promogram/july-2018/russell-athletic-partners-with-boxercraft-to-court-collegiate-market/>  
ensure a smooth transition, the companies are coordinating with licensing agencies, colleges and universities.

The relationship with Boxercraft is part of an invigorated focus for Russell Athletic. “Over the past year, Russell Athletic has been re-orienting our strategy to provide additional focus on our branded retail business,” said Murphy. “This more consumer-focused strategy will cross multiple retail segments, engaging a new, younger generation of Russell Athletic fans, including the college channel.”

Boxercraft says it will fulfill product offerings in Russell Athletic’s 2017-18 catalog – and continue to sell a core assortment of items going forward. The supplier could add items to complement Russell Athletic’s current product offering in the future.

A Fruit of the Loom (asi/84752) company, Russell Athletic’s more than 100-year legacy includes milestones like inventing the sweatshirt:



[Russell Athletic](https://www.russellathletic.com/)

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<https://www.asicentral.com/news/newsletters/promogram/july-2018/russell-athletic-partners-with-boxercraft-to-court-collegiate-market/>  
Benjamin Russell created the sweatshirt in 1930. Eighty-seven years later, we're still sweating the details. [#SweatshirtInventors](#)  
[3:00 PM - Feb 9, 2018](#)

See Russell Athletic's other Tweets