



Hickory, NC – Custom Design Group, LLC and Southpaw Screen Printing & Embroidery in Rock Hill, SC, have announced a strategic partnership effective immediately. This collaboration will help improve workflow capabilities, create an efficient solution to serve the North Carolina and South Carolina markets, and provide customers the best service in team, custom apparel, and accessories in the industry.

Sandy Britt, Founder of Southpaw, has developed proprietary software over the last eight years that has allowed Southpaw to become the efficient machine it is today. She will be marketing and further developing this software in this endeavor.

“CDG’s ability to give our sales force branded product to sell to our customer base, coupled with Southpaw’s massive production capability to support CDG’s sales, makes this a wonderful partnership,” said Britt.

Custom Design Group and Southpaw will sell team apparel, through a partnership with GMA Sales, Inc., out of New Jersey. This merger will allow both companies to expand their team business and hold great customer service as their highest priority.

CDG and Southpaw will continue to operate under their individual names. They plan to synergize where it will benefit the customer. “Our mission is to provide the best customer experience,” says Rich Stober, Founding Member of Custom Design Group. The companies offer a wide variety of brands and products for teams and corporations. Manufacturing services include screen printing, embroidery, sublimation, custom socks, and cut and sew. Value-added services include company and team stores, warehousing, pick and pack, in-house design, website fulfillment, and many others.

Stober states, “Southpaw is a 20-year company that has a long, successful history in Rock Hill and the South Charlotte area. Sandy and her team are a pillar in the community for service and quality. Her staff of 24 plus sets the bar high for manufacturing and will allow us to grow.” Known for its strong manufacturing presence in Rock Hill and the surrounding areas, Southpaw will be a major player in breaking into the Charlotte Metropolitan area and beyond.

“Our overall desire is to become the Southeast’s largest supplier of embellished product to schools and corporations,” says Stober, “merging with Southpaw gives our collective team the footprint to accomplish that goal.”

About Southpaw

Southpaw is a screen printing and embroidery company focused on manufacturing and located in Rock Hill, South Carolina. In addition to screen printing and embroidery, they offer uniform customization, online catalogs, graphic design, and digital printing.. See more at <http://southpawlogos.com/>.

About Custom Design Group

Custom Design Group is a full-service, privately-held design and merchandising company located in Hickory, North Carolina. CDG provides customized products for teams, corporations, and more. CDG offers a variety of services, including screen printing, embroidery, and online stores. See more at <http://www.cdgbrands.com>.

About GMA Sales

GMA Sales is a leading supplier of scholastic and travel team apparel, footwear, uniforms and equipment in the Mid-Atlantic States. A privately held company GMA Sales has more than 30 years’ experience in team apparel sales and service representing Under Armour and other leading athletic brands. GMA Sales is located in Saddle Brook, New Jersey.

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