

JacSan Collegiate Changes Name to College House

Cincinnati, OH – JacSan Collegiate announced today that it has officially changed its name to College House. This decision follows JacSan's March 2009 acquisition of Richmond, Virginia-based The College House, Inc.

"Considering the great history of The College House brand, the decision was really a no-brainer," said Marcia Cumberledge, director of College House, acknowledging the growing connection between collegiate apparel and fresh fashion trends. "With the new College House graphics, silhouettes, and novelty printing techniques we are bringing to market, we thought it was a perfect time to elevate our brand. Plus with our new web site and e-commerce platform coming soon, we plan to grow the business by delivering fresh designs, cool new bodies and flexible inventory management all on-line."

College House will continue to be part of the ProFill family of businesses. As such, it will continue to offer its customers tremendous value and service by leveraging the inventory and manufacturing capabilities of sister companies within the ProFill organization that specialize in apparel sourcing and decorating.

"It's an exciting time at College House right now," said Rick Mouty, CEO of ProFill. "We see our expanded capabilities and new name as an opportunity for continued growth in the market."

ProFill Holdings is a leading supplier of products and services to the licensed products, advertising specialty, and uniform industries. The company's TSC Apparel business sources and stocks more than 30 brands and 600 styles from locations in Cincinnati, Atlanta, and Los Angeles. The company's WearMagic business is one of the largest screen print and embroidery facilities in the country that caters to promotional products distributors, producing over 7.5 million imprints and 500,000 embroideries annually at facilities in Cincinnati and Atlanta. ProFill also provides a full suite of fulfillment services including private label, retail packaging, inventory management, and e-commerce stores for custom program business.

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