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FOR IMMEDIATE RELEASE

Prime Line Expands Brand Assortment with Under Armour and Oakley Bags from S&S Activewear

Bridgeport, CT – Prime Line, the Hard Goods division of S&S Activewear and a leading supplier in the promotional products industry, is excited to announce the addition of a new collection of popular bags from **Under Armour** and **Oakley**, sourced through S&S Activewear. This expansion significantly enhances Prime Line's offering of premium, high-performance retail brands, providing distributors with a wider selection of sought-after products.

This new collection includes a variety of styles designed for diverse needs, from daily commutes to gym sessions and travel. The new assortment features:

Under Armour Bags

- **Under Armour Ozsee Backpack Drawstring Bag (1240539):** Available in four colors, this lightweight sackpack is perfect for on-the-go essentials.
- **Under Armour Undeniable 5.0 Duffle Bags:** The collection includes both the **Small (1369222)** and **Medium (1369223)** sizes, available in two and three colors, respectively. These durable duffles are a staple for athletes and travelers.
- **Under Armour Hustle Backpack 6.0 (1384673):** Offered in four colors, this versatile backpack is built to handle everything from the classroom to the gym.

Oakley Bags

- **Oakley Enduro Backpacks:** We're adding three sizes—the **25L (921054ODM)**, **22L (921055ODM)**, and **20L (921056ODM)**—in various colors. These backpacks are engineered for durability and comfort.
- **Oakley 20L Street Backpack (FOS900544):** Available in two colors, this stylish and functional backpack is ideal for urban adventures.
- **Oakley 55L Gym to Street Duffel Bag (FOS901099):** This large-capacity duffel is a perfect solution for carrying gear for any activity.
- **Oakley 30L Blade Backpack (FOS901100):** A sleek and modern backpack available in three colors, designed for both style and performance.

"We're thrilled to bring these iconic Under Armour and Oakley styles to our customers," said Eric Levin, General Manager, Prime Line. "This curated selection allows us to meet the growing demand for high-quality, recognizable retail brands in the promotional space. These products are ideal for corporate gifts, team gear, and event giveaways, offering both exceptional value and brand recognition."

These new styles are now available for order. Distributors can visit primeline.com or contact their sales representative for more information on product specifications and decoration options.

About Prime Line

Prime Line, the Hard Goods division of S&S Activewear, is a leading provider of innovative promotional products, committed to offering a diverse and high-quality assortment to distributors. With a focus on strategic brand partnerships and exceptional customer service, Prime Line helps businesses create powerful and memorable brand promotions.

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