

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

**Boxercraft is now the exclusive partner for Russell Athletic's collegiate licensed business. *Boxercraft will also handle Russell Athletic's Minor League Baseball rights.*

Georgia-based Boxercraft 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.

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 ensure a smooth transition, the companies are coordinating with licensing agencies, colleges and universities.

