



FlowState Marketing Announces Exclusive Licensing Agreement to Offer VersaTek™, a Premium Corporate Apparel Line

Digital and Branding Agency To Introduce VersaTek™, a Custom Corporate Apparel Fabric That's Durable, Soft and Wrinkle Resistant, at CES 2019

DENVER, CO — December 11, 2018 — FlowState Marketing, a digital marketing and branding agency offering custom design and corporate identity products, announced a new exclusive licensing agreement to offer [VersaTek™](#), a premium corporate apparel line that is soft, durable, and wrinkle and soil resistant. VersaTek™ along with FlowState's other high-tech corporate lifestyle apparel lines will be on display at CES January 8-11, 2019 in Las Vegas.

Due to its material composition, VersaTek™ can be sublimated, a process that embeds the ink into the garment itself. This unique material has rapidly garnered attention from companies investing in premium apparel for their customers, retail offerings and teams, designed to meet clients' own branding requirements while establishing a memorable, distinguishable identity.

"In today's crowded, competitive business world, we understand how difficult it is for brands to create a recognizable identity," said Shamus McNutt, president and co-founder of FlowState Marketing. "We're passionate about helping our clients thrive by elevating their voice — whether they're selling software or craft beer. Our exclusive line of VersaTek™ fabric is designed to keep our clients' garments looking crisp, wash after wash, year after year."

Custom developed by FlowState's three founders, VersaTek's™ complex tri-blend of polyester, rayon and spandex is durable without sacrificing comfort. The material is lightweight and breathable and quickly wicks away moisture. VersaTek™ is available in custom tees, ¼ zip jackets and lightweight hoodies, which feature a slightly higher thread count.

In addition to its superior comfort, VersaTek™ is a high-performance fabric engineered to stay looking fresh and new for the utmost professionalism and brand representation. VersaTek™ dries quickly and resists against dirt, wrinkles and sweat.

"VersaTek™ offers the components of high-performance athleisure wear we value most as a company based in Colorado," said Mark Grubbs, creative director and co-founder of FlowState Marketing. "Durability and comfort are always our top priorities, whether we're walking into a sales meeting or enjoying a drink with a friend. VersaTek™ garments will never shrink, and they come straight out of the dryer with that freshly pressed look."

Since launching in January 2016, FlowState Marketing, which [Clutch](#) named as one of the leading U.S. branding agencies in 2018, has worked with more than 300 companies, including major tech companies and breweries, to custom design branded apparel, promotional goods, websites, and branding identity strategies and collateral. These companies include SendGrid, HomeAdvisor, Blue Moon Brewing Company, Ibotta, Breckenridge Brewery, iHeart Radio and Kenny Chesney's Blue Chair Bay Rum, just to name a few.

To learn more about VersaTek™ and pick up a sample of this high-tech fabric while supplies last, FlowState



Marketing will be at Booth CSP-3, Level 2 in the Aria Hotel at CES January 8-11, 2019. Please contact dayna@flowstatemarketing.com to schedule an appointment.

About FlowState Marketing

FlowState Marketing is a digital and branding agency creating impactful design and branding solutions to help businesses thrive. Founded, and proud to operate in, Denver, CO we exist to empower brands through various means of media and material. With offerings that rely on strong business relationships and collaborative processes, our agency is all about transparency and respect for our clients to deliver products and services of outstanding quality. Our happy and motivated team works collectively to solve problems and build value for our customers, applying creative and technical solutions. We were recently named as one of the top 23 digital marketing agencies in the U.S. and one of the leading U.S. branding agencies in 2018 by Clutch. For more information, visit <https://www.flowstatemarketing.com/versatek/> and follow us at <https://twitter.com/FlowStateMKTG>.

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