

For Immediate Release
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Borah Teamwear announces 20/20 team kit program for cyclists in celebration of 20 year anniversary

January 26, 2017. Coon Valley, WI. In celebration of its 20-year anniversary, Borah Teamwear is offering a 20% discount on custom cycling kits with its “20/20 Team Deal.” With three kit styles, men’s and women’s sizing, and full-custom design service included, the program offers options to fit the needs of pro, amateur, and club cycling teams.

Borah Teamwear was launched by founder Chris Jackson in 1997, with technical mountain biking shorts as its first product. Today, with its sublimated high-performance fabrics and team of in-house design and production experts, Borah offers a collection of custom sports apparel for enthusiasts, amateurs, and professionals alike, across cycling, skiing, and running disciplines. All of Borah’s products are developed with insights from Jackson and his team members, and they’re all designed and produced under one solar-paneled roof, in a landscape of beautiful and daunting hills.

“Here in the ‘driftless’ region of southwest Wisconsin, we have four seasons and amazing terrain that give us the ideal testing environment for all of our products,” said Jackson. “We also have an incredible team of employees with families that have been here much longer than we have. Their dedication, creativity, and teamwork are what give our customers great looking performance sportswear and an experience they’ll never forget.”

“Our customers are what inspire us,” said Jackson. “That’s why we decided to make this special offer in our twentieth anniversary year. We can’t wait to hear the stories and see photos of all the proud, accomplished teams.”

The “20/20 Team Deal” allows customers to choose from full or semi-custom design options, supported by Borah’s in-house design and customer service team. It requires a minimum order of 20 kits (tops and bottoms), with no minimum on reorders. All kits include Borah’s lifetime Titanium warranty. At no additional cost, Borah will also set up an online store, where team members can login and pay for their individual kit and have it shipped directly to them, saving time for team organizers.

To learn more about the “20/20 Team Deal” options and details, [click here](#).

About Borah Teamwear

In business since 1997, Borah Teamwear has grown to become a premier manufacturer of high-quality custom sublimated active outdoor apparel. Borah’s offering includes cycling, running, triathlon, nordic, alpine and casual wear.

All of Borah’s products are 100% custom made at the company’s solar-powered headquarters in Coon Valley, WI, where the latest technological advancements in apparel design and production are utilized.

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