



## **Nationwide Truck Rack and Car Rack Dealer Opens Company Label Gear and Apparel Store**

*Nationwide truck and car rack retailer announces opening of company label gear and apparel store, offering a complete line of logo products that includes t-shirts, bumper stickers, coffee mugs, bike messenger bags, baby clothing and more.*

Montpelier, VT ([PRWEB](#)) July 31, 2005 - ORS Racks Direct, a leading provider of car and truck rack systems for recreational and commercial applications, announced today the company recently launched a new gear and apparel online store (viewable at [http://www.cafepress.com/car\\_roof\\_racks](http://www.cafepress.com/car_roof_racks)) that offers official label merchandise including t-shirts, sweatshirts, hats, baseball caps, bumper stickers, bike messenger bags, wall mount clocks, baby clothing and coffee mugs.

Featured items currently available include complete lines of merchandise labeled with 'America's Original Thule Racks Dealer' (images available at [http://www.cafepress.com/car\\_roof\\_racks/738490](http://www.cafepress.com/car_roof_racks/738490)), 'I Love My New Rack' (images available at [http://www.cafepress.com/car\\_roof\\_racks/739396](http://www.cafepress.com/car_roof_racks/739396)) and the official ORS Racks Direct Baseball Hat (image available at [http://www.cafepress.com/car\\_roof\\_racks/739641](http://www.cafepress.com/car_roof_racks/739641)).

"Our new gear and apparel store and line of products are a natural addition to our continued sales growth in the Thule Racks and Yakima Racks car rack and truck rack market," states ORS Racks Direct Sales and Marketing Development Coordinator, D. Kinsley Ricklefs. "Our repeat customers constantly ask whether we have any logo merchandise in the form of men's and women's t-shirts, coffee mugs, bumper stickers etc. Now we are excited to be able to accommodate these requests."

The company's exclusive popular line of 'Lucky 7 - Merci Lance Armstrong / Tour de France' merchandise and memorabilia (images available at [http://www.cafepress.com/car\\_roof\\_racks/715654](http://www.cafepress.com/car_roof_racks/715654)) is also available through the new store. The line was originally created to support Lance Armstrong during his quest to win a record seventh Tour de France, as well as his retirement from the sport of cycling. After a tremendous initial reception, the line currently remains in production.

### About ORS Racks Direct

ORS Racks Direct is a privately held company specializing in comprehensive sales and service of truck and car roof rack systems. Representing the industry's most respected manufacturers, including Thule Racks and Yakima Racks, the company offers high quality truck rack, luggage roof bag, cargo box, basket rack, bike rack, fishing rod carrier, snowboard-ski rack, kayak-canoe rack and sailboard-surfboard rack solutions for vehicle rear hitch and trunk mount, roof rack mount and pickup truck mount applications. The company has been providing consumer sales for over three decades to the U.S. market through multi-channel outlets that include store front, internet and phone sales.

Their full line of Thule Racks is available for review at <http://www.orsracksdirect.com/thule-racks.html> and their complete line of Yakima Racks is available for review at <http://www.orsracksdirect.com/yakima-racks.html>.

Contact Information: General Inquiries, ORS Racks Direct, +1-802-229-0893. <http://www.orsracksdirect.com>

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**Contact Information**

**Consumer Relations Dept.**

ORS Racks Direct

<http://www.orsracksdirect.com/all-car-roof-rack-brands.html>

1-802-229-0893

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).