



## **R.J. Liebe Athletic Company, the industry-leading Athletic resource for more than 100 years, will move consolidated brands to Corsicana, Texas in Navarro County**

The Economic Development Department of the City of Corsicana and Navarro County has announced its latest corporate entity, Liebe Dallas LLC, that is planning to open in Corsicana.

The consolidated brands of R.J. Liebe Lettering Co., headquartered in Chesterfield, Missouri, parent company to Webster Fabric, ACO and Dalco in Garland, Texas, will move to the extensively renovated facility at 2030 Haggar Street, in the former Haggar garment factory location.

The company produces embroidered lettering for major league baseball, hockey, football and collegiate teams, and uniforms for major sports brands. Later expansion plans will include the manufacturing of custom athletic uniforms, premium cheer uniforms, dance gear, referee and umpire apparel and athletic lettering at the Corsicana location.

In addition to utilizing current factory buildings, the company is adding between 60 and 80 jobs to the market, and is working with Navarro College and the Texas Workforce Commission in establishing an on-site training program for employees. Interested parties should apply to Workforce Solutions' Corsicana Workforce Center at 720 N. Beaton Street, (903)874-8276. Corsicana City Manager Connie Standridge praised the company's move, saying "The City is excited to have a company with the history and experience of Liebe Dallas LLC locating to Corsicana."

Navarro County recently adopted the PACE Program, managed by the Texas PACE Authority which is being utilized by Liebe Dallas LLC in financing the renovation of the former manufacturing facility. For more information contact Scott Jones, Economic Development Director, City of Corsicana and Navarro County, Texas at (903)654-4806 or at [scott\\_jones@ci.corsicana.tx.us](mailto:scott_jones@ci.corsicana.tx.us).

### **About R.J. Liebe Athletic Lettering Company**

The R. J. Liebe Athletic Lettering Company began in 1923 in the basement of a modest St. Louis home. Robert Liebe and his wife started out with a pair of Singer sewing machines embroidering letters and sewing them onto athletic jerseys. By 1935 the small business had attracted so much attention that he signed a contract with Rawlings Sporting Goods to handle lettering for their uniforms.

The R. J. Liebe Athletic Lettering Company did more than just sew letters and numbers on jerseys. Robert Liebe Sr. created uniform designs for the St. Louis Browns, St. Louis Cardinals, and for many colleges and universities as well as for most of the American Basketball Association. The Liebe Company now manufactures lettering for nearly all types of sports. Professional basketball, football, and hockey

organizations as well as collegiate, high school and community teams all proudly wear uniforms emblazoned with the R. J. Liebe Athletic Lettering Company quality.

Robert Liebe's son Robert Jr. (Jim) took the reins of the company and continued the longstanding tradition of invention and innovation. He developed and patented the first fusible high gloss vinyl film (Vinflex) used for team identity, names and numbers. In layman's terms, he made the names and numbers easier to read on television. The Webster Fabric division of the R. J. Liebe Athletic Lettering Company invented Poly-Pro Twill, also known as tacket twill in the industry, which has been the sport garment industry's standard of excellence for more than 35 years. Utilizing proprietary technology in the operation, lasers and computers are now used to design and cut lettering instead of pencils and scissors. Mr. Liebe's sons Jim and Bill continued the tradition. Bill Liebe now heads both the R.J. Liebe Athletic Lettering division and the Webster Fabric division.

The R. J. Liebe Athletic Lettering Company has more than 200 employees worldwide.

### **About Corsicana, Texas**

Corsicana, Texas is where Texas oil was born in 1894, is about 45 minutes south of Dallas on I-45. Here, the intersection of history, industry, business leaders and creative arts is still present. Historic Downtown Corsicana, with brick streets and locally-owned boutiques, offer a friendly place to gather for festivals, events, CTX Kids happenings, and small-town celebrations. Local parks, playgrounds, sports facilities and events, under the direction of the Corsicana Parks & Recreation Department, is among the best in the state. Corsicana is home to Lake Halbert dam and recreational park, and is less than 15 miles from Richland Chambers Reservoir, with recreational fishing, public boat ramps, and 330 miles of green shoreline. Richland Chambers Reservoir is the third-largest lake by surface area and the eighth-largest reservoir by water volume in Texas. The city's 'can do' attitude toward business affords unique opportunities for all type of business, utilizing a variety of economic growth programs. Corsicana is home to Navarro College, which offers Associate degrees and is also a satellite facility of Texas A&M University-Commerce, through which students can receive bachelor's and graduate degrees. The city is best known as the home of the Collin Street Bakery, which has been making fruitcakes since 1896, now with global distribution, Oil City Iron Works, Inc., today a ductile and gray iron foundry, started in 1866 to make parts for the owner's cotton gin; and Wolf Brand Chili, a national brand started in 1895 as a downtown by-the-bowl lunch wagon.