

# Growing Motorsports Custom Clothing Company RacerInk Acquires VISION X Sportswear

*RacerInk's Solid Growth in the Motorsports Marketplace Leads to Purchase of Daytona-Based Vision*

**Alpharetta, GA** - Growing motorsports clothing company



RacerInk LLC has acquired the assets of Vision X Sportswear, officials from both companies announced today.

RacerInk, the fast-growing custom clothing supplier to the racing industry

and beyond, acquired Vision X to continue what has been a rapid emergence into the motorsports marketplace.

Already offering screen-printed and embroidered garments such as team shirts and jackets, baseball caps, sweat shirts, T-shirts and other popular apparel, RacerInk will now be able to offer through the Vision X acquisition dye sublimation technology.

Dye sublimation is a printing method that allows for full color, all-over patterned clothing that has become increasingly popular in motorsports over the last few years. The process basically has the dye absorbed into the fabric to avoid the coarse feel of screen printing and deliver an end product that is colorful yet soft and breathable.

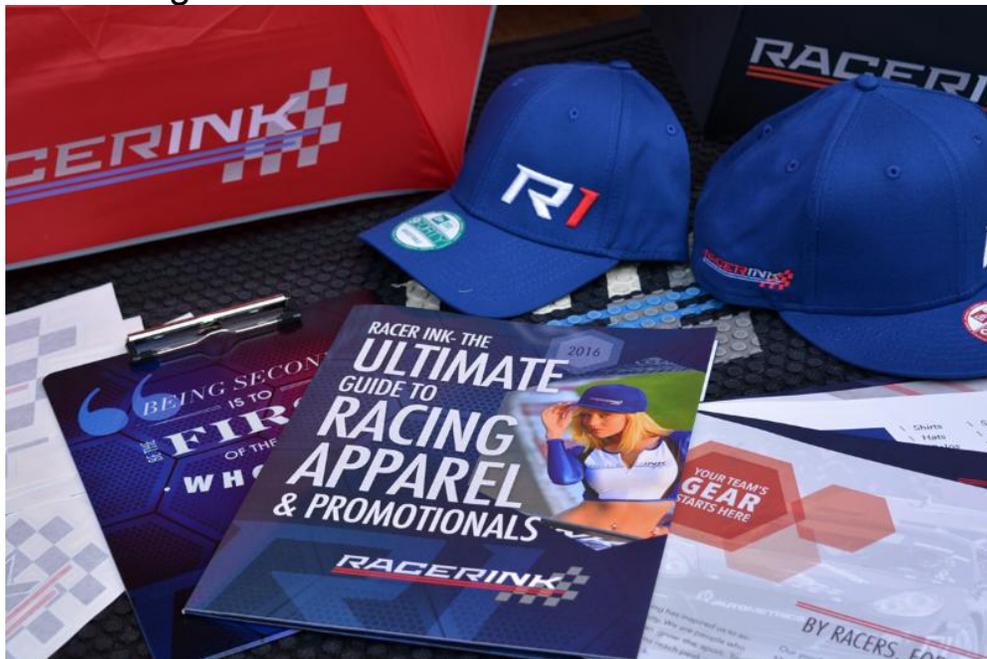
Teams have increasingly relied on dye sublimation for their crew and hospitality guest shirts. The new offering also gives RacerInk

the ability to now take orders for everything from cycling jerseys to sport fishing shirts to sportswear for motorsports grid attendants, and much more.

RacerInk principals include Cody Ellsworth, Ashley Helenbrook and Matt Weisberg.

VISION X Sportswear was a division of Daytona Beach-based SPEEDCOM Communications, which is owned and operated by Toto Lassally, who will remain a consultant to RacerInk and hold a small interest in the company.

RacerInk first did business with VISION X as a supplier for its dye sublimation needs. VISION X has an established customer base in the IMSA and Pirelli World Challenge paddocks as well as the sport fishing tournament circuit in Florida. RacerInk's fast growth allowed it to purchase Vision X while still having the relationships and contacts within the motorsports industry to continue the high level of service.



Ellsworth, Lassally and Weisberg are accomplished race car drivers that bring first-hand knowledge from both behind the wheel or from the paddock in knowing what racers need when it comes to custom clothing solutions.

For more information on RacerInk, please email [Ashley@racerink.com](mailto:Ashley@racerink.com) and call at 239-470-0872. Find us on Facebook: RacerInk, and Instagram: RacerInk\_Apparel and [www.racerink.com](http://www.racerink.com).