



PRESS RELEASE  
605 Lipoa Pkwy., Kihei, HI 96753  
Contact: [PR@MauiBrewingCo.com](mailto:PR@MauiBrewingCo.com)  
**FOR IMMEDIATE RELEASE**

**MAUI BREWING COMPANY EXTENDS PARTNERSHIP WITH MAUI SCREEN  
PRINTING  
OFFERS A BETTER CHOICE OF SHIRTS TO CONSUMERS**

Kihei, Hawaii (January 16, 2018) – Maui Brewing Company is pleased to announce their continued partnership with Maui Screen Printing into the new year. The owners of both companies have a connection that spans over a decade.

John Edellstein, owner of [Maui Screen Printing](#), was originally a bartender at Maui Brewing Company's Lahaina Pub. On occasion, he had discussed with the owners of MBC his interest in printing apparel. MBC owners supported his decision, and in 2010, Mr. Edellstein created his own version of "HI I like you" Positive Apparel shirts which MBC still carries in their retail apparel inventory.

"The support and leadership of Garrett and Melanie [the owners of Maui Brewing Company] has allowed my company to align core values and pursue sustainable clothing and eco-friendly printing techniques. The continued mentoring has allowed us to become the largest eco-friendly shop in the Hawaiian islands," states Edellstein.

Keeping aligned with Maui Brewing Company's environmental efforts, Maui Screen Printing is a founding partner of [AllMade™](#) fabric, a textile experience developed from 50% Repreve® polyester made from recycled plastic water bottles; 25% organic combed, ring-spun cotton from small farmers in Texas and the Carolinas; and 25% Modal, a bi-product of beechwood trees which allows the fabric to be dyed, stretched, and heated. The overall result is a strong, yet very soft, flexible, and smooth tri-blend fabric. The creation of the fabric employs 3,500 American workers.

To globalize the story, AllMade™ then ships the fabric to Haiti, a small island 180 miles from the U.S., where 185 Haitian adults are employed to stitch the shirts. These employees are working above the living wage, and profits support the [Global Orphan Project](#).

Maui Screen Printing will be featured at the upcoming Imprinted Sportswear Show (ISS) sponsored by AllMade Founding Partner [Ryonet](#) in Long Beach, CA this week, January 19-21. A small team from Maui Screen Printing will be displaying their production routine, the [AllMade™](#) brand, and printing Maui Brewing Company apparel. The partnership

allows both companies to offer consumers a high quality, socially and environmentally-kind choice.

MBC is a fiercely local company and has remained steadfast regarding local production. The MBC team are stewards of their communities and the 'aina, and curators of the craft beer way of life. Their beers have been recognized worldwide for quality and innovation.

For more information, visit [MauiBrewing.com](http://MauiBrewing.com) or follow @MauiBrewingCo on Facebook, Instagram, and Twitter.

###

**About Maui Screen Printing**

*Founded in 2010, Positive Apparel and Maui Screen Printing is a positive forward, earth conscious company that develops individuals and groups to aid the world in being a happier place using t-shirts as their media. By trademarking the brand "HI, I like you" and creating key partnerships with affluent clients, Maui Screen Printing has grown to be the largest screen printing company in Maui, Hawaii.*

**About Maui Brewing Company**

*Founded in 2005, Maui Brewing Company is Hawaii's largest craft brewery, operating 100% in Hawaii. MBC is based on Maui, with its production brewery and tasting room in Kihei, as well as pubs in Kahana (Maui) and Waikiki (Oahu). Maui Brewing Company is available in 23 states and 10 international countries with more areas to follow.*

*For product and lifestyle imagery and logos, please visit <http://mauibrewingco.com/logos-and-media-images/> and enter password: maui1234@*