



FOR IMMEDIATE RELEASE

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FAYETTE COUNTY'S STAHL'S' POWERS NFL'S BIG NIGHT

Uniontown, PA – With the 21st pick of the first round of the NFL Draft, the Pittsburgh Steelers select...

Those words will ring out a little closer to home this year as the NFL Draft kicks off right here in southwestern Pennsylvania for the first time ever Thursday night. The event will continue into the weekend and the North Shore of Pittsburgh isn't the only place excitement is building.

For months, STAHL'S' Decorating Fulfillment Center (DFC) of Masontown has been preparing for the draft as well. The Fayette County business serves as the official jersey production team for the NFL's biggest night, outside of the Super Bowl.

Josh Ellsworth, chief revenue officer at STAHL'S', said they have been doing licensed NFL jersey decorations for decades, following an original agreement with Nike, and now in conjunction with Fanatics, as well.

Ellsworth said 2026 will mark the 15th year STAHL'S' has produced on-demand jerseys in real time for the draft, with the process growing increasingly seamless over the years.

"Having it close by will certainly be helpful in case of emergencies, but we essentially take the shop on the road with us for each draft," Ellsworth said.

In the weeks and months prior to the draft, the STAHL'S' team has been working with league officials on all potential draft possibilities for every team and every possible draft combination based on athletes scheduled to be in attendance. The name plates and colors that would correspond with each team's jersey are prepared in advance and will be ready on site.

He said that a four-person team will be set up at the Draft with two heat press machines installed behind the scenes, ready to manufacture the athletes' jerseys as picks are announced.

"About 90 seconds before NFL Commissioner Roger Goodell walks to the microphone to announce the next pick our team will get radioed by the NFL that the pick is in," Ellsworth said. "They will then heat press the correct nameplate to the correct team jersey, all with the number 1 on them."

Then, when the announcement is made and the player comes on stage for congratulations and celebration, the jersey is ready to be presented and displayed.

"Our focus is to be the best behind the scenes and make the brands look good," Ellsworth said.

STAHL'S DFC in Masontown employs about 140 people and is just one spoke on the STAHL'S wheel, which has locations across the globe, operating for nearly a century. Those many spokes also include their heat pressing center in Greene County and other hubs around the northeast.

"As a family-owned business since 1932, we're proud to call Fayette County home," Ellsworth said. "For the past 15 years, we've supported the NFL Draft as the brand behind the brands on one of the biggest stages in sports. Many of our team members have been part of this journey from the beginning, and their dedication has been essential to the program's success. We're incredibly grateful for the entire STAHL'S team."

So, when the black and gold make their selection and the home crowd gets to experience that special moment outside Acrisure Stadium, a few folks from right here in Fayette County will be working quickly, pressing a name onto that hallowed jersey and cementing someone's dreams forever.

The STAHL'S team wouldn't want it any other way.

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