

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 long-standing 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 tacklet twill in the industry, which has been the sport garment industry's standard of excellence for more than 35 years.

Jim's children are Robert III (Jim), Bill, Tracy, Katie and Tim. Jim III has been involved in the company since he was in grade school. He worked alongside his dad and other employees learning the business and how to manage employees. It was during college that he began working full time. Bill joined the company after graduating from college. Bill runs the Webster Fabric division.

Tracey began working part time in the mid 80's and started full time in the early 90's. Tracey has since quit working to be a stay at home mom. Katy and Tim are not involved with the company on a regular basis.

Jim (III) and Bill have continued the tradition that their father and grandfather started. Jim headed the lettering division until 2015. Bill has taken over for Jim.

Utilizing proprietary technology in the operation Lasers and computers are now used to design and cut lettering instead of pencils and scissors. The R. J. Liebe Athletic Lettering Company now has well in excess of 200 employees worldwide. Bill Liebe heads both the R.J. Liebe Athletic Lettering and the Webster Fabric division. Bill has developed several new fabrics and colors as well as improved on the adhesives used on the various fabrics. R.J Liebe has the same goal, to make the best lettering, bar none.

