

## **NAUMD 2009 Image of the Year (IOY) AWARDS ANNOUNCED**

*Winners find innovative apparel designs a key business differentiator in competitive market*

LAS VEGAS – [April 27, 2009] – Winners of the 2009 Image of the Year (IOY) awards were announced Saturday evening during the [North American Association of Uniform Manufacturers and Distributors \(NAUMD\)](#) Annual Banquet and Awards dinner. Winners were selected by an independent panel of judges representing a selection of the fashion industry's most celebrated designers, journalists and fashion authorities.

For more than 30 years, NAUMD IOY awards have recognized high achievement in the design, creation and manufacturer of imagewear apparel. Winners have mastered the concept of merging fashion and function in their image and market planning. At the same time, the program allows for the acknowledgement and recognition of the associations members who with their clients in creating imagewear that truly promotes and projects the image goals and objectives in building an image that enhances their corporate brand.

This year's IOY award winners included:

**Restaurants – Fine Dining**

The Wave Restaurant by the Walt Disney World Corporation

**Restaurants – Fast Food**

McDonald's by Crest Uniform – an Aramark Corporation

**Casinos**

Aliante Station Casino by Cintas Corporation

**Theme Parks & Sports**

Magic Kingdom's Mickey's Not-So-Scary Halloween Party by Walt Disney World Corporation

**Transportation**

Delta Air Lines by Lion Uniform Group

**Cruise Lines**

Holland America Line by Omega Frontline Apparel, Ltd.

**Retail Establishment**

Shell by Lion Uniform Group

**Healthcare**

Stanford Medicine Out Patient Center by Cintas Corporation

**Hotels – Multiple**

Ritz-Carlton Hotel Company by Cintas Corporation

**Hotels – Single**

Hilton Sante Fe at Buffalo Thunder by Superior Uniform Group

**Service/Industry**

Mary Kay, Inc. by Brookhurst, Inc.

**Security**

Empire State Building by I. Buss Uniform Company

“The IOY awards recognize progressive and leading businesses in several key industries,” said Richard Lerman, president and CEO of the NAUMD. “This year’s winners are an exclusive set of companies who have maintained a competitive edge in their business by placing an importance on the image of their staff. As markets become increasingly competitive, image can make all the difference between a customer gained and a customer lost.”

Winners in each category represent apparel programs with varying purposes or functions within their industry. While largely designed to assist customers and clients in identification of staff, uniforms can also extend a company’s brand, increase safety, enhance interior décor and build employee morale. For example, healthcare organizations that invest in apparel programs as opposed to employee-purchased scrubs often find a noticeable improvement in patient satisfaction.

“As businesses look for new ways to stay competitive, providing employees with a fresh look can be a cost-effective way to appeal to existing and new customers,” added Lerman.

Jay Johnson, star of the television show “Soap,” hosted the ceremony held at the Bally’s Platinum and Grand Ballrooms.

For more information about NAUMD or the IOY Awards, visit [www.naumd.com](http://www.naumd.com) or call 212.736.3010.

**ABOUT the NAUMD**

The North American Association of Uniform Manufacturers & Distributors (NAUMD) has served as the voice of the Uniform Industry since 1933, and is a trade association representing the interests and needs of its 450+ members, who manufacture, design, produce, and or sell uniforms and uniform accessories or who provide products and or services to the uniform industry.

NAUMD represents the interests of the industry to the public, appropriate federal, state, and local governmental agencies, and to the consumer and trade news media. The Association provides services to member firms collectively for the betterment of all member companies and the industry at large. NAUMD also provides the means for the education and interchange of ideas between our members and facilitates communications through several publications and services. For further information on all NAUMD programs, services and issues please visit the Association’s website at [www.naumd.com](http://www.naumd.com).

# # #