



north-american association of uniform manufacturers & distributors

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2009 Image of the Year Award Winners Announced

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

FOR IMMEDIATE RELEASE: LAS VEGAS – [April 26, 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. The annual IOY awards recognize outstanding design in image apparel and corporate uniforms. Winners were selected by an independent panel of judges representing a selection of the fashion industry's most celebrated designers, journalists and fashion authorities.

The NAUMD Image of the Year Awards have for over thirty years 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 with the public who enjoy their products and services.

The NAUMD Image of the Year Awards aim to recognize outstanding design in image apparel and corporate uniforms. The IOY Awards Program, created in 1978, was again updated for 2009, with a broader range of professional judges, and a streamlined judging process. Winners and nominee finalists were honored with a ceremony featuring a multi-media presentation of the nominated designs. The event also featured a show by Jay Johnson, star of the television show "Soap," who hosted the ceremony held at the Bally's Las Vegas' Platinum Ballroom. "Our goal was to recognize the broadest range of design talent in our industry, and to encourage design creativity across all industry sectors," said **John Gunzler**, Chairman of the NAUMD Image Apparel Institute Committee & Vice President of Edwards Garment Company, "To that end, the Gala Awards Banquet was truly a celebration of the very best our industry has to offer."

This year's IOY award winners are:

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 identity of their entire professional 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.

For more information about NAUMD or the IOY Awards, visit 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.

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