



PRESS RELEASE

north-american association of uniform manufacturers & distributors

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NAUMD to Introduce “Imagewear Uniform Innovation” Committee!

FOR IMMEDIATE RELEASE: New York, NY – Wednesday August 19, 2009 - NAUMD officials announced today that a new committee would be created to provide members with the latest innovations in products, fabric enhancements, green initiatives and a host of other areas on the cutting edge of industry advancements. The committee, known as the **NAUMD Imagewear Uniform Innovation Committee** and chaired by **John Gillie**, President – Career Apparel, Noble Biomaterials, will report to the membership on a regular basis to keep all informed of all that is possible to enhance imagewear and uniform programs. In addition, the committee will be charged with responding to members questions regarding these and other latest technologies and processes through the Association’s website “**Ask the NAUMD Imagewear Uniform Innovation Committee**” page and email! All Members in good standing will also be welcome to participate in committee activities and will be encouraged to join.

Why the committee is being created was explained as follows by NAUMD president **Richard J. Lerman**, “*Innovations in fabric enhancement, design technologies and manufacturing processes which increase the comfort, function and durability of imagewear and uniform programs are advancing at the speed of light. With the creation of the **NAUMD Imagewear Uniform Innovation Committee** Our members will now have a team of experts on call tracking and following these advancements, and through NAUMD, will be able to keep these in mind as they create even more innovative new programs for their important clients.*”

Purpose of the Committee: The committee's charge would be to identify, track, and disseminate information to the membership on the latest technologies, processes and systems for imagewear and uniform products and services which enhance the item's functionality, durability, safety or other.

NAUMD Uniform Imagewear Innovation Committee Mission:

The Committee works closely with the NAUMD professional staff in the development of educational programs for all membership categories to educate members on the latest technologies, fabric enhancing chemicals, systems or processes which may enhance the item's functionality, durability, safety or in some way advance the benefits of the uniform program for the end-user and wearer.

The committee also works closely with the Imagewear Institute Committee, The Public Safety Committee, the Postal Committee and The Exposition Council in creating educational opportunities all during the year and also reports on trends NAUMD Convention & Exposition. The Committee assists in the development and delivery of educational programs for all of the

Association's events.

Newly named Committee Chairman President **John Gillie**, Vice President – Career Apparel, Noble Biomaterials explained that, *“All Members in Good Standing of NAUMD will be invited to join the new NAUMD Imagewear Uniform Innovation Committee. The committee will meet regularly both via teleconference and in person to discuss all new technologies and strategies in keeping the membership informed of the latest advances in imagewear and uniform creation. There is a world of new ideas that we will share with NAUMD Members and I encourage all to join us in this journey.”*

Interested members should contact the NAUMD Office at 212.736.3010 Ext 205 or email rjlerman@naumd.com.

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 business trade association representing the interests and needs of its 500+ member corporations, who manufacture, design, produce, and or sell uniforms and uniform accessories or who provide products and or services to the uniform industry.