



# PRESS RELEASE

**north-american association of uniform manufacturers & distributors**

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## **NAUMD 2010 BEST DRESSED PUBLIC SAFETY AWARDS ANNOUNCED**

*First Responders across the nation recognized for uniform function, appearance & innovation*

**FOR IMMEDIATE RELEASE:** Las Vegas, NV – [March 7, 2010] – [The North American Association of Uniform Manufacturers and Distributors \(NAUMD\)](http://www.naumd.com) announced the winners of its Public Safety Awards competition during a special presentation at the Rio All Suite Hotel & Casino in Las Vegas. As uniforms are an integral component of any public safety program, the awards emphasize the importance of professional, neat, well fitted, and immediately identifiable uniforms in police, fire and other first-responder public safety programs.

“There are many contributing factors to excellence in a public safety uniform program,” said Richard Lerman, president and CEO of the NAUMD. “Its design, composition, durability and overall comfort all affect how well the individuals who protect us are able to remain safe while executing their sometimes dangerous responsibilities. This award recognizes those responsible for the creation of exceptional public safety apparel programs that meet the exacting needs of First Responders in North America. New technologies, fabric enhancements and innovation in design and composition are key to being named the best of the best!”

Winners were selected in seven categories ranging from small city police departments to large special agencies, such as prisons. Winning programs were selected from an independent panel of judges including public safety officials, representatives from the media and public safety educational institutions.

Winners included:

**Police Department Under 50 Officers:**

**RED THE UNIFORM TAILOR FOR OLD SAYBROOK POLICE DEPARTMENT!**

**County Sheriffs Department (a Tie):**

**GUIDRY'S UNIFORMS FOR VERMILION PARISH SHERIFF OFFICE**

**NYE UNIFORMS FOR ROSCOMMON COUNTY SHERIFFS DEPARTMENT**

**State Agency:**

**FECHHEIMER FOR CALIFORNIA HIGHWAY PATROL**

**Special Agency:**

**GALLS ARAMARK FOR US MINT POLICE**

**Special Organization:**

**PERFECTION UNIFORMS FOR WEST VIRGINIA SHERIFF'S ASSOCIATION**

**University Police Department**

**RED THE UNIFORM TAILOR FOR UNIVERSITY OF DELAWARE POLICE DEPARTMENT**

**Canadian Department**

**R. NICHOLLS DISTRIBUTORS, INC. FOR ROYAL NEWFOUNDLAND CONSTABULARY**

“The presence of smartly uniformed personnel significantly reduces anxiety and makes the general public feel safer,” added Lerman. “It also assists in discouraging crime, something that becomes increasingly important during economic downturns.”

Each year, since 1977, NAUMD hosts its Best Dressed Law Enforcement Awards Competition to honor and publicly acknowledge Police Departments and their Member Uniform Suppliers as the very best uniformed organizations.

This important competition emphasizes the high value of professional, neat, well fitted, and immediately identifiable uniforms for all concerned in the vitally important role of public safety and law enforcement. The Award indicates a dedication of the Industry’s Uniform Professionals to the goal of designing and manufacturing the most comfortable, safe and versatile set of apparel possible required to meet the exacting standards of today’s law enforcement professionals.

**Judging Criteria:**

Submissions are judged by a set of criteria designed to recognize excellence in the development and design of the multi-faceted programs required by 21<sup>st</sup> century Police Agencies

- **Overall design excellence of the Uniform Program**
- **Innovative design for use within the environment and special conditions in which the uniforms must be worn.**
- **Effectiveness in meeting the image goals of the Department and Teams within the Department (i.e., SWAT Team, Special Services, etc.),**
- **Innovative use of fabric, design and accessories to develop a uniform image most fitting the Department & Town’s requirements.**
- **Overall attractiveness of the entire program**
- **Effectiveness in design in the Identification of each Team within the Department for the Public and other Government agencies.**

The Best Dressed Public Safety Awards is open to any public service department throughout the nation. For more information on the first-annual Best Dressed Public Safety Awards or the 2009 NAUMD Convention and Exhibition, call (212) 736-3010 or go to [www.naumd.com](http://www.naumd.com) – Public Safety Page.

About the winners and their winning programs:

**Under 50 Officers: RED THE UNIFORM TAILOR FOR OLD SAYBROOK POLICE DEPARTMENT!**

Goals were set by the Department’s Uniform Enhancement Committee to create a new uniform that was safer, more professional, contemporary, unique and that would allow the officers to have even more pride in their appearance. The committee had significant challenges in funding and general design. But once implemented the program dramatically improved moral and assisted the new Chief to establish a new and enthusiastic culture for the Agency.

**Sheriffs Department: NYE UNIFORMS FOR ROSCOMMON COUNTY SHERIFF DEPARTMENT**

The goal for the Roscommon Sheriff Dept was to uniform all Law Enforcement Officers with Dress Coats for public appearances. The biggest obstacle was the funding. This goal was accomplished this year. Our future goal is to equip all corrections officers with a dress coat.

**Sheriffs Department: GUIDRY’S UNIFORMS FOR VERMILION PARISH SHERIFF’S OFFICE**

The Goal Was RECONIZATION FROM THE PUBLIC REGARDING CHANGE AND PROFESSIONALISM, USED MEDIA, T.V. AND NEWSPAPER TO ACCOMPLISH THIS GOAL.

**State Agency: FECHHEIMER FOR CALIFORNIA HIGHWAY PATROL**

The goal for the new uniform program was to establish easily identifiable and perfectly suited to the officer's duties all the while conveying a positive and professional image to the public. We also paid significant attention to climate and assignment realities in all we did!

**Specialized Agency: GALLS ARAMARK FOR US MINT POLICE**

The Mint Police had not implemented a new uniform program in some time. They have as such attempted to streamline the uniform process by having uniform quartermasters at each Mint facility to meet the needs of officers as well as a central uniform coordinator at headquarters. The Chief has also established a Uniform Committee consisting of one member from each Mint facility and a member of upper management to review uniform suggestions, make recommendations and evaluate issue items.

**Special Organization: PERFECTION UNIFORMS FOR WEST VIRGINIA SHERIFF'S ASSOCIATION**

Appearance is a key component of, and reason for, the statewide changeover. This was reached through the hard work of committee development & sheriff's/governor's office consensus. Use for within environment/special conditions; image goals of not only departments but also teams within departments; fabric, design and accessories; attractiveness; comfort; quality; development of first time uniform consistency in state of West Virginia.

**University Department: RED THE UNIFORM TAILOR FOR UNIVERSITY OF DELAWARE POLICE DEPARTMENT**

Increased recognition for our department and our investment in uniforms and equipment standards that reflect well on our organization. Uniform standards are specified in a general order. All uniforms are required to be properly fit, neat, clean and pressed.

**Canadian Department: R. NICHOLLS DISTRIBUTORS FOR ROYAL NEWFOUNDLAND CONSTABULARY**

Perfection Uniforms worked closely with R. Nicholls to develop an upgrade for RNC's uniform program using the MatrixEcoSeries using the X-Factor fabric technologies allowed the fabric to be tough and withstand the inclement weather the department faces on a regular basis, and STILL remain comfortable, flexible and durable. In addition the H2Flex used allows for engineered stretch for enhanced flexibility! The NRC has enthusiastically embraced the new uniform program and created new excitement for all who are wearing them!

**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).

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