

***NAUMD Charts New Course for
Enhancement of Image Apparel Member Services:***

“Convention Education Tracks & More!”

New programs and direction forged during highest attended Committee Meeting ever!

(NEW YORK, NY) June 29, 2010 – The North-American Association of Uniform Manufacturers & Distributors (NAUMD) today announced that NAUMD’s Image Apparel Institute Committee will present a full set of education programs during the **2011 NAUMD “Innovation in Action” Convention & Exposition** at the **Renaissance Orlando at Sea World, April 29-May 2** in Orlando Florida. The committee also agreed to re-name NAUMD Members who sell to end-users and focus on Image Apparel to: **“NAUMD Image Apparel Suppliers.”**

The advances were developed during a meeting of the NAUMD Image Apparel Committee on June 15th both at the NAUMD office in New York and via Teleconference. The meeting was the best attended in many years with over 14 members of the committee participating! The focus was totally on building greater value for members in the Image Apparel business through new programs and services.



“For many years we have tried to build real value during the NAUMD Convention for the Image Apparel Industry over and above the IOY Awards, with the addition of the Image Apparel

Education Tracks we can finally confirm that there is REAL value for our members in this business sector!, Said NAUMD IAI Committee Chairman **John Gunzler** of Edwards Garment Company. The committee also is working on the development of collateral materials (both electronic and printed) for use by members in promoting the value and benefits of image apparel programs, increasing the focus and value of the Association’s Image of the Year Awards Program and more.

The Image Apparel educational program, will be presented and developed by two taskforces created during the committee meeting. One taskforce Chaired by **Brett Barthel** of VF Imagewear will focus on the actual content of the sessions, the other Taskforce Chaired by **John Gunzler** of Edwards Garment Company will focus on Promotion & Marketing. The goal is to have the program feature all aspects of 21st century Image Apparel Program design, creation and delivery. The sessions will be based on a similar program presented by VF Imagewear for its customers held a number of times during the past year, but will be further enhanced to meet the specific needs of NAUMD members!

Tentative NAUMD 2011 NAUMD Convention Imagewear Education Track Topics to be Covered

A) Industry Structure, B) Opportunity Industries (Healthcare, Hospitality etc.), C) Value Proposition (what image apparel programs offer corporations etc.), D) Sales Process, E) Marketing Program Development, F) Presentation Development & Process, G) Production & Deliverables Pre & Process, H) Implementation and more....

Enhancements being considered include: 1) Catalog/electronic Market Materials, 2) Social Networking Marketing Efforts, 3) eCommerce elements, 4) Green Focus, 5) Web/eCommunications efforts (including SEO, Social and more)

New Name for Members

The committee also agreed to respond to the wishes of members who believed that the term “Dealer” was not most appropriate for members who sell to end-users in the Image Apparel market. After much deliberation the group agreed to re-name this NAUMD Member type: **NAUMD Image Apparel Suppliers.**

New Services:

The Committee will also be embarking on the creation of collateral materials outlining the value and benefits of the implementation of Image Apparel Programs for corporations and other organizations. A Taskforce headed by **Ron Klepner** of Superior Uniform Group, Inc. will focus on the content, design and production of a set of materials to offer information on how specifically Image Apparel Programs build employee satisfaction, productivity enhancement, security matters, public respect and identification of members of their team and more. **“With the competition and economic considerations, it is clear we need to better educate our customers as to the real value of Image Apparel Programs. It is our hope that these new NAUMD materials will go a long way in helping our members to just that,”** said Vice Chairman of the NAUMD IAI Committee **Ron Klepner.**

ABOUT the NAUMD

The North-American Association of Uniform Manufacturers & Distributors (NAUMD) has served as the voice of the Uniform & Imagewear Industry since 1932, and is a trade association representing the interests and needs of its 500+ members, who manufacture, design, produce, and or sell imagewear, uniforms and uniform accessories or who provide products and or services to the uniform & imagewear 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.

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