



**NEWS RELEASE**  
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**For immediate use**

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## **Unitex Direct offers critical advice for security companies to develop winning uniform programs.**

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Uniforms perform a critical role in the presentation and performance of a security organization and their officers. Uniforms are, in essence, the unspoken language of an organization. For the public, the apparel and accessories a security officer wears quickly establishes a trusted, authority figure. For the security officer, the right look instills confidence—encouraging him or her to take pride in their work and perform their duties well.

“I hear from our customers that today’s security clients—from Fortune 500 companies, high rise buildings, malls, airports and others across America—are demanding more alert, more professional and better trained security personnel. The uniform goes a long way in helping meet these increased demands,” says Dan Mendelson, President of Unitex Direct.

Since 1992, Unitex Direct has provided uniforms, accessories, equipment and promotional products to security companies and public safety agencies. The company maintains a nationwide customer base, offering customers a perpetual inventory and experienced staff.

Unitex Direct has these recommendations for security uniform buyers:

**MAKE SURE IT IS A UNIFORM** - Uniforms are not off-the-rack garments found at department stores and ready-to-wear retailers. They are garments specifically constructed with the work environment in mind.

**SELECT THE APPROPRIATE LOOK** - What’s the best look for your business? Uniform style and construction requirements are directly related to the type of work being performed.

**QUALITY, SERVICE THEN COST** - It should be noted that good uniform programs can be delivered at differing price points, but cost alone should not drive your purchasing decisions.

**PAY ATTENTION TO FABRIC AND GARMENT CARE CONSIDERATIONS** - Equally important to the overall look is the construction and fabrication from which the garments in a uniform program are made.

**DO NOT UNDERESTIMATE INVENTORY REQUIREMENTS** - Your uniform supplier should maintain a perpetual inventory across the complete size scale that you require.

**COMMUNICATION IS THE MOST CRITICAL COMPONENT** - Ultimately, the key to the creation and management of a uniform program comes down to one element—communication.

It may appear to take considerable work to evaluate a uniform supplier, select appropriate products and maintain the inventory for a custom uniform program. But for a security company to present security officers that look clean, sharp, and professional, the rewards far outweigh the efforts.

To read a more detailed article about these recommendations readers may visit [www.unitexdirect.com/news](http://www.unitexdirect.com/news). Those interested in browsing for security uniform products may also visit [www.unitexdirect.com](http://www.unitexdirect.com).

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