

2007 UNIVATOR Award Winner - January 2007



Innovative Launch of a New Product Line – Perfection Uniforms

The Tennessee manufacturer launched its *Ergonomic Garment Construction (EGC) System* as part of its *MatrixSeries* line of fabrics at last year's NAUMD convention amid much fanfare and with great expectation. "Our goal was to take a comprehensive approach to a department's uniform needs," explains Steve Gilkeson. "We wanted everyone to know that we're not just in the shirt and pants business – we're in the uniform program business."

A year later, Perfection, by its own account, has met and surpassed its goal, winning high marks from existing public safety and police accounts and gaining new customers in the fire and EMS markets. "The *MatrixSeries* is the biggest splash in the industry that I've seen in my 25-year career," boasts Gilkeson.

The *MatrixSeries* line features high performance poly/cotton twill blends with exceptional *UltraDye* color depth and retention, stretch comfort, and a UV rating of 40+ - the highest standard for apparel. While garments constructed with *MatrixSeries* fabrics aren't waterproof, they do provide permanent liquid repellency with internal wickability/comfort.

Perfection's *EGC System* is incorporated into the pants and shirts that are made in the *MatrixSeries* line. *EGC* was developed to enhance comfort, mobility and to extend the wearlife of a garment, all plusses for today's discriminating end users. Waistbands are constructed with heavy duty elastic and expand 2-4 inches as necessary. Pants also include a one piece diamond-shaped gusset for multi-direction stretch. Shirts incorporate a unique underarm gusset for enhanced range of motion.

But don't be fooled – the *EGC System* wasn't devised as a tool to address the American population's expanding waistlines. Says Gilkeson: "Yes, it addresses the seasonal weight gain that most end users experience, but the system was designed and inspired by what is going on in the athletic & outdoor apparel markets. We view the customer as an athlete, as someone on the move who needs a comfortable garment, but also one that presents a good professional image."

Both the *MatrixSeries* and the *EGC System* fit seamlessly into an end user's existing program & budget – another plus in today cost-conscious world. "You can go from a Class A or B or C and still have all the components blend," notes Gilkeson. "An agency doesn't have to change its entire program, which would be expensive, because our garments work with what they already have."

The Univator Award was created three years ago by UniformMarket to showcase the best programs, ideas and innovations that the uniform industry has to offer.

Perfection Uniforms, based in Brentwood, Tennessee, is one of the fastest growing uniform companies in the US, and our uniforms are distributed internationally through a select network of full service distributors. For more information, visit www.perfectionuniforms.com, e-mail customerservice@perfectionuniforms.com, or call 800.476.4964.