

NAUMD Names United Parcel Service Best Dressed Business in North America

Competition honors best apparel programs and suppliers; Aramark Uniform Service designed winning look

OMAHA, NE, US, June 8, 2020 /EINPresswire.com/ -- The North American Association of Uniform Manufacturers and Distributors ([NAUMD](#)) has named United Parcel Service (UPS) one of North America's best dressed businesses. UPS was one of ten businesses to take top honors in the 2020 [Image of the Year Award](#)[®] competition, an annual program that recognizes the most fashionable, forward-thinking and innovative commercial apparel designs and the businesses that wear them. [Aramark Uniform Service](#) designed the winning look.

UPS was founded in 1907 and since its inception, has become one of – if not the most iconic brands in the world. UPS employees have been wearing the same version of their globally-recognized, iconic brown uniforms for 96 years – until Aramark stepped in. Using 4 million yards of brown cloth and 2 million yards of brown thread,

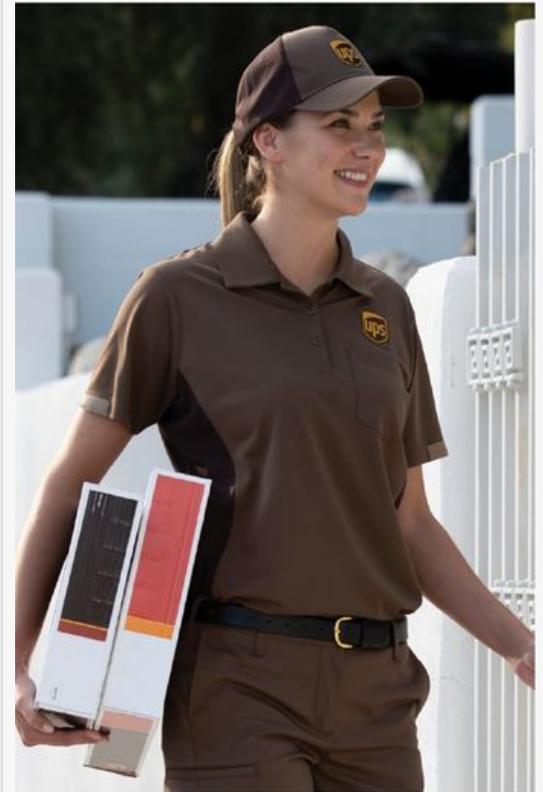
The end result is a uniform collection for the “industrial athlete” who go to work for UPS every day. For the first time ever, UPS employees now have a polo made from performance fabrics,

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Steve Zalkin

reflective details for increased safety, more modern fits and hats with built-in moisture-wicking for cooler, more comfortable wear. The UPS logo incorporates reflective lettering and shield made from LumoTex a reflective graphics technology that combines a patented coloring processed textile with a glass bead technology manufactured by FiberLock Technology Inc. It is a re-design that stays true to UPS brand standards, while maximizing employee functionality.



New Female UPS Polo Shirt

The complete list of 2020's Image of the Year Award® Winners is:

- Alaska Airlines, created by Unisync Group Limited and Luly Yang
- JW. Marriott, created by Design Collective by Cintas
- Mr. C. Coconut Grove, created by J.A. Uniforms
- Blagrid's Magical Creatures Motorbike Adventure, created by Universal Orlando
- Balms Casino Resort, created by Design Collective by Cintas
- Universal City Walk – Bigfire™, created by Universal Orlando
- Chase Bank, created by Lands' End Business Outfitters
- UCI Health, created by Design Collective by Cintas
- Huntington Bank, created by Twin Hill
- United Parcel Service, created by Aramark Uniform Service



New Male UPS Woven Shirt and Pants



New UPS Outerwear Uniform Program

For over four decades, the NAUMD's Image of the Year Award® Competition has honored uniform manufacturers, distributors and end users that have mastered the concept of fashion and function within image and market planning. Specifically designed to assist in identifying staff and professionals, image apparel can also extend a company's brand, increase safety, enhance interior décor and improve employee morale. "As businesses seek a competitive edge, providing employees with a fresh look can be a cost-effective way to appeal to existing and new customers," noted NAUMD President Steve Zalkin.

A planned awards dinner was canceled due to the health pandemic, and there was talk about scrapping the entire program until 2021, but that was eventually reconsidered. "So much of life had already been canceled. To void the accomplishments of those who produced great apparel and uniform programs simply did not feel right," explained Zalkin. "So, while we can't host a physical awards night this year, we will still honor the achievements of 2020. Doing so is important and appropriate, and proof that better days are ahead." All winners receive award

plaques.

About NAUMD

The North American Association of Uniform Manufacturers & Distributors (NAUMD) has served as the voice of the uniform and image apparel industries since 1933. Its 500+ members include manufacturers, designers, producers, and retailers of uniforms, as well as those who produce products and services for the industry at large.

The NAUMD works to protect the interests of its members through a series of advocacy, education, and public relations campaigns intended to arm them with the tools needed to retain and capture business in a global economy. The association has authored a number of position papers and has an extensive library of information from which members can further their understanding of the uniform marketplace. NAUMD also hosts an annual convention and trade show where attendees can source products, learn about trends, and gain practical, take-home knowledge to better run their business.

You can learn more about NAUMD and the Image of the Year Award® by visiting www.naumd.com

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