



Barco Uniforms, Inc.
350 West Rosecrans Avenue
Gardena, California 90248

barcouniforms.com
T 310.323.7315
F 310.719.2199

For Immediate Release

MEDIA CONTACTS

Bonnie Quintanilla, 818.681.5777
Phyllis Grabot, 805.341.7269
Zeesman Communications, Inc.

**Barco Uniforms® Introduces Advanced Research Clothing™
Technology and New Brand Reflecting Decades of Leadership
and An Innovative Vision for the Future**

*Rebranding and new tagline “Love what you wear™” are authentic reflections
of Barco Uniforms’ team, products and customers.*

GARDENA, Calif., May 24, 2010 -- For more than 80 years Barco Uniforms® has fused innovative fabric technology and fashion-forward design to create medical and corporate uniforms and customized work apparel that inspires individuals and enhances company brands. Today, this acclaimed leader is launching its ground-breaking arcTechnology™, four unique fabric technologies created to enhance the wearer's experience and leave customers looking and feeling their best, and debuting its new brand that reflects the ardor, innovation, and leadership that will carry it through the next generation of the apparel industry.

“Barco Uniforms has been grounded in the belief that things can always be better. Driven by the imagination of our team and honed by a passion for quality, we are known for continuously reshaping the uniform apparel industry,” said Kyle Weiner, Executive Vice President and COO of Barco Uniforms. “Our new brand symbolizes our rich heritage of leadership and quality while pointing to a future of ongoing excellence and innovation like our new arcTechnology™, which blends style, fit, feel and performance.”

Barco Uniforms' Advanced Research Clothing™ Technology, or arcTechnology™, is the science that redefines what professionals expect from their work wear and ensures that every garment works as hard as those who wear it. It is a strong indication of the company's enduring dedication to research and development. Initially, arcTechnology™ comprises four unique fabric technologies, arcFlex™, arcLux™, arcRelease™ and arcDry™, each specifically formulated to provide exceptional quality for professionals working in high-pressure, demanding environments where performance is critical.



Barco Uniforms, Inc.
350 West Rosecrans Avenue
Gardena, California 90248

barcouniforms.com
T 310.323.7315
F 310.719.2199

For Immediate Release

MEDIA CONTACTS

Bonnie Quintanilla, 818.681.5777
Phyllis Grabot, 805.341.7269
Zeesman Communications, Inc.

arcFlex™ is an exclusive fabric that stretches and moves with a person, leaving them looking and feeling their best through even the most difficult shift. It adapts to ease movement freeing individuals to act quickly, and delivers an extraordinarily comfortable fit. arcFlex™ infuses the NRG by Barco™ Collection for healthcare professionals with the freedom of movement that's essential to performance.

arcLux™ is an ultra-soft fabric that wraps professionals with a feeling of luxury and pampers professionals even as they care for others. Grey's Anatomy™ Professional Wear by Barco uses arcLux™ and is designed especially for the nurse who is passionate about her work, committed to her profession, and who expects as much from her uniform as she expects from herself.

arcDry™ is specially formulated with superior moisture-wicking properties that help keep professionals dry and comfortable in virtually any situation.

arcRelease™ is a premium, easy-care fabric with a soil-release finish that helps lift the most challenging stains. This unique fabric is available in Barco Uniforms' Identity apparel and is ideal for environments that deliver the unexpected.

"At Barco Uniforms, we are driven to innovate partly because we are always looking to advance the industry, but primarily because the people who wear our uniforms want comfort and need fabric functionality to match work environments that are becoming more and more demanding every day," added Mr. Weiner. "Our new brand speaks to our customers with energy and enthusiasm and mirrors the real, emotional connection we have with them and the work they do."

Barco Uniforms' new brand reflects the courage and commitment the company has shown to challenge the status quo and deliver on its unparalleled commitment to product creation, quality, customer service, technology and global sourcing. The company's new logo has a strong directional quality at its center, which speaks to the work and drive of not only the company, but also the people



Barco Uniforms, Inc.
350 West Rosecrans Avenue
Gardena, California 90248

barcouniforms.com
T 310.323.7315
F 310.719.2199

For Immediate Release

MEDIA CONTACTS

Bonnie Quintanilla, 818.681.5777
Phyllis Grabot, 805.341.7269
Zeesman Communications, Inc.

that wear Barco Uniforms every day. The color is a balance of the bold energy of orange and the strength and stability of brown, which anchors Barco Uniforms in its strong traditions while looking toward the future.

The new tagline, "Love what you wear™," is an authentic reflection of the Barco team, its product and its customers. It represents the company's commitment to achieving the highest standard in quality and to creating and delivering uniforms that its clients will love. This theme is carried through each of its Medical Collections including Grey's Anatomy™ Professional Wear by Barco, Crayola™ Threads by Barco, NRG by Barco™, Élan by Barco™, Prima by Barco™ and GrafX by Barco™, as well as in the company's Identity Division, which manufactures custom branded uniforms and provides customizable ready to wear apparel and merchandise for market leaders across industries.

Barco Uniforms

Barco Uniforms®, a recognized leader in the uniform industry, fuses innovative fabric technology and fashion-forward design to create uniforms that inspire individuals and enhance the work environment. From its versatile, widely appealing Medical Collections to its corporate Identity solutions, Barco Uniforms is committed to making professional attire that people love to wear. For more information, visit www.barcouniforms.com.

(30)



Barco Uniforms, Inc.
350 West Rosecrans Avenue
Gardena, California 90248

barcouniforms.com
T 310.323.7315
F 310.719.2199

For Immediate Release

MEDIA CONTACTS

Bonnie Quintanilla, 818.681.5777
Phyllis Grabot, 805.341.7269
Zeesman Communications, Inc.

Barco Uniforms® Decades of Leadership

- 1920s Morris Barker launches Barco in 1929, a difficult year, to provide uniforms for beauticians and residential professionals.
- 1930s Barco produces its first medical uniforms in 1936 when Kenneth Donner takes the reins, setting a bold, new course for the company and the industry as a whole with more fashionable apparel.
- 1940s Barco becomes the first to merge fashion with uniform design in 1940, earning the once regional company its spot on the national stage.
- 1943 Barco pioneers the use of nylon in uniforms, giving its garments an exclusive, more graceful, feminine line while improving performance and durability.
- 1950s Barco partners with Dupont™ to develop exclusive fabrics using Dupont's innovative fibers, resulting in nurses' uniforms created from the same fabrics and yarns used in fashion apparel for enhanced comfort and style.
Barco introduces the back zipper into fashion for dresses, opening an entirely new dimension in future design possibilities.
- 1960s Barco introduces warp knits to medical uniforms, for exceptional comfort and wash properties. Barco continues to elevate the uniform into a fashion statement with advertising campaigns in *Glamour*, *Mademoiselle*, and *Cosmopolitan*.
- 1962 Barco's ties to the fashion industry grow stronger as the company helps launch the modeling career of Cheryl Tiegs, becoming one of her first clients.
- 1964 Barco moves its world headquarters to Gardena, California.
- 1965 Barco produces the world's first fashion scrubs and introduces 100% textured woven fabrics to uniform design.
From the 1960s through today, Barco Uniforms has been the preferred choice for Hollywood and its medical uniforms have appeared in movies including *Cactus Flower* with Ingrid Bergman, *Patch Adams* with Robin Williams, and *Seven Pounds* with Will Smith, and in television series like *Grey's Anatomy*™, *Ben Casey* and *Dr. Kildare*, among others.
- 1970s With Denny's Restaurants as a new client, Barco enters the corporate uniform arena in 1970, premiering the warp knit pantsuit for Burger King soon after.
Barco's pioneering use of the pantsuit in uniform design spurs a front-page feature in *The Los Angeles Times* and brings a new level of comfort and functionality to the uniform world.
Barco also becomes an early entrant into the digital age, implementing an IBM computer system.
- 1980s Barco launches the Work Force™ label in 1980 with a line of white fashion separates designed to be mixed and matched, creating a complete wardrobe for the medical professional.
Barco introduces the first full line of highly styled, colored uniforms and pantsuits for the restaurant industry.
CEO Kenneth Donner is honored for 50 years of accomplishment in the professional apparel industry.



Barco Uniforms, Inc.
350 West Rosecrans Avenue
Gardena, California 90248

barcouniforms.com
T 310.323.7315
F 310.719.2199

For Immediate Release

MEDIA CONTACTS

Bonnie Quintanilla, 818.681.5777
Phyllis Grabot, 805.341.7269
Zeesman Communications, Inc.

- Barco's design excellence is recognized repeatedly with the National Association of Uniform Manufacturers and Distributors' "Image of the Year" Award.
- 1990s Barco introduces its Petite Floral, which sparks a print revolution in medical uniforms that, today, is stronger than ever.
 - 1995 Barco's Riverwashed™ brand becomes the first soft woven formulation used in the uniform industry.
 - 2000s Barco pioneers the use of authentic stretch in medical apparel with its FLEXX World fabrics.
 - 2001 Barco brings a sense of magic and wonder to professional medical apparel with its Disney™ line.
Barco invents fashion reversible scrubs in 2002 under the Multiples concept, adding value and versatility to style, comfort and performance.
 - 2004 Barco becomes part of the McDonald's effort to upgrade the appearance of its employees and enhance its brand. This same year, Barco wins the "Image of the Year" Award from the National Association of Uniform Manufacturers and Distributors for its designs for McDonald's.
 - 2006 Barco revolutionizes medical uniforms for the nursing industry by partnering with ABC and creating the instantly popular Grey's Anatomy™ Professional Wear by Barco.
 - 2007 Barco wins the "Best New Line of the Year" Award from the Uniform Retailers Association for its Grey's Anatomy™ Collection.
 - 2008 McDonald's honors Barco with its Teamwork Award. The company also acquires the license for Crayola™.
 - 2009 Barco celebrates 80 years of unwavering passion, commitment and innovations that have transformed an industry. In a nod to its future, the company also establishes its Lean Initiative Program.
The company launches Crayola™ Threads by Barco, a vibrant new collection inspired by the power of color.
Barco introduces its new NRG by Barco™ line, and with it, a social marketing strategy that includes Facebook and the creation of the "NRG Crew."
The company wins the "Image of the Year" Award from the National Association of Manufacturers and Distributors, as well as the Teamwork Award from McDonald's.
Michael and Frida Donner establish Barco's Nightingales Foundation, a nonprofit dedicated to supporting the vitality and courageous heart of nursing and to honoring the spirit of those women and men by focusing its philanthropic efforts on helping to mend the lives of children, their families and their communities.
 - 2010s Barco unveils its Advanced Research Clothing™ Technology (arcTechnology™), applying various properties to fabrics at the fiber level, for outstanding, extended performance.
Barco and its employees donate \$10,000 to the Haiti earthquake relief effort.
Barco launches its new brand and website.