### www.GCAuniforms.com GARMENT CORPORATION OF AMERICA



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## 2005-2006

From The Office Of Lloyd Bennett Vice-President, Marketing

# <u>A closer look at our</u> Butcher Coat & Frocks

Ideally suited to meat packing and food processing industries, these butcher frocks resist stains and wrinkles and keep their crisp appearance after dozens of launderings.

Made of Caress® poplin, these garments feature a soft hand and superior durability. They're fully stocked and available for immediate delivery.

Order today by phone, fax or internet. Call customer service at 800-944-4500; fax to 800-777-1015, or email orders to:customerservice@GCAuniforms.com. View our online catalog at www.GCAuniforms.com



Butcher Frock Style 4289-O: One outside breast pocket with two lower outer pockets.

Butcher Frock Style 4259-N: No pockets.

Butcher Coat Style 4299-I: One inside breast pocket with two lower outer pockets.







## Features

- 100% spun polyester 7.2-ounce Caress® Poplin
- · Wrinkle and stain resistant
- All gripper front closure
- One-piece, lined collar with neck gripper closure
- One-piece hemmed sleeves
- Plain back with no seam
- · Reinforced mitered corners on all pockets
- · Side pass-through vents
- Sizes: XS to 5XL. Average length: 41.5"
- White only.

# **Product** News



C'est la vie! ... C'est fantastique!

So say the French, who seem to make the right choices when it comes to fashionable colors...thus the

popularity of the color called "French Blue" appearing for the past few years in all types of apparel all across America... from Manhattan to L.A.

Ooh la, la! It was no surprise to the uniform industry that the same color is just as popular in men's career apparel. Therefore, we've gone Parisian with the production

of this welcome color addition to the ClassicWear by GCA® line of 60/40 Cotton-Rich Executive Shirts.

Available with regular (4514) or elbow sleeves (4514E), it features an all-button front, box-pleat back, left-side breast pocket, two-piece topstitched yoke, a lined button-down banded collar and topstitched two-piece adjustable cuffs with two buttons.

Our Men's Exec Shirt is also available in white, blue stripe and light blue, and limited quantities of red stripe. Call for stocked sizes and availability, 800-944-4500.

### Don't Miss The Weekly Specials on Seconds Merchandise !

Mark your calendar to check with our Customer Service Department regularly for our weekly specials on seconds in inventory.



We offer a variety of styles in a wide selection of sizes, most near-

perfect and some with only slight imperfections barely noticeable. Our list of seconds includes shirts, pants, coveralls, jumpsuits, lab coats...many of the items your customers currently use in their uniform programs.

Inquire today...call Debby Lilly, Customer Service Manager, at 800-944-4500.





The bottom line of this equation is that uniform programs using GCA SoftwearPlus garments made with OVATION Spun<sup>®</sup> with Visa<sup>®</sup> System 3<sup>™</sup> have the potential to double the return on investment because the wearer gets double the garment life. Longer wearing garments in a contract means greater profits.

It all adds up to a win-win situation with the results being fewer hassles for the workers wearing those uniforms and happier customers remaining loyal to your business. The sum of that total is increased profits for your company.

Some of the outstanding features of this garment line of work shirts, basic pants and classic pants are:

- Wash-tested durability
- Stain & Soil Release
- Soft Hand
- Superior Wickability
- Exceptional Color Retention
- Durable Press Finish
- Resists Normal Wear
- Extended Garment Life

Softwear+Plus Work Shirts: medium blue, 1244/1244E light grey, 1255/1255E white, 1259/1259E navy, 1264/1264E light tan, 1275/1275E

Softwear+Plus Basic Pants: charcoal grey, 1463 navy,1464 white, 1459H, with a hook and eye closure at waist

Softwear+Plus Classic Pants: charcoal grey, 1963 navy, 1964





Call 1-800-944-4500 to order

## **Executive Spotlight**



Lloyd Bennett Vice-President of Marketing

Nearly three decades ago, an eager sales and marketing professional stepped through the doors of Garment Corporation of America and

the company was launched into a new era of agressive growth.

With more than 41 years of experience in the industry, Lloyd Bennett is an invaluable asset to GCA's leadership in supplying the uniform needs of industrial launderers and textile rental companies worldwide.

Lloyd got his start after graduating the University of Arizona with a B.S. degree in Business Administration. His career was launched when he joined H.D. Lee Co. in 1964 as Sales Representative for Southern California. He quickly rose to Regional Sales Manager and later became National Sales Manager of the Industrial Division, moving to Kansas City in the early 1970's.

In February, 1977, Lloyd was offered the position of Vice President of Marketing for GCA and moved to Miami where he has spent the past 29 years maintaining responsibility for all of the company's sales and marketing, working closely with his team of sales representatives, personally managing GCA's largest accounts, as well as developing new products and expanding the customer base in new markets.

Lloyd is a long-standing member of the Uniform Textile Services Association (UTSA) and the Textile Rental Services Association (TRSA) and has served on the Marketing Committee and Suppliers Committee of both organizations. He served on the UTSA Board of Directors from 1997 through 1999, and chaired the Suppliers Committee (1985-1987) and the Convention Committee (1994-1996). In 1992, Lloyd was presented with UTSA's highest honor bestowed upon a supplier member, the Jim Biggie Award.

Married to his childhood sweetheart, Arlene, Lloyd is highly respected by business associates and friends alike, as well as family. He has very close relationships with his five children and 16 grandchildren. He proudly boasts of two daughters who are homemakers and three sons who are professionals...an attorney, a pediatrician, and a CFO of a large company.

Lloyd loves a good game of golf, and when he's not working, he's traveling the globe in pursuit of the best courses to play.

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### Product Knowledge 101 TEAM JACKETS

In-depth product knowledge is essential to successful sales. GCA Features & Benefits Sheets are available free to all customers for sales training and presentations. Call Customer Service, 800-944-4500 to request each by garment name.



### **FEATURES & BENEFITS**

- 1. YKK<sup>®</sup> solid brass ratcheting zipper. High quality for durability and dependability.
- 2. Inset slash pockets, bartacked with heavy tacks at strain. Roomy; ideal in cold weather.
- 3. 100% polyester ribbed-knit collar. Allows ease of neck movement.
- 100% polyester ribbed-knit cuffs. Knit cuff helps keep cold out of inner sleeves.
- 100% polyester ribbed-knit waistband. Waist fits comfortably and helps keep cold out.
- Sewn with 100% polyester thread. Durability to withstand industrial laundering.
   Roomy sleeve pocket.
- Roomy sleeve pocket. Handy for miscellaneous items.

PLUS: Permanent, nylon-quilted polyurethane lining. Never shifts & provides extra layer of warmth.

### FABRIC

65% polyester/35% cotton, 7 1/2-oz. twill.

#### COLOR

Charcoal Grey, 5363 Navy, 5364 Spruce Green, 5368 Chocolate Brown, 5375 Black, 5380

#### SIZES

All colors available in waist sizes S - 4XL in regular length, and M- 2XL in long length Navy available in XS-5XL in regular length, and S- 4XL in long length

## **GCA Trio Storms Atlanta During Hurricane Wilma**

Once again fear gripped South Florida as Hurricane Wilma headed for the peninsula with Miami Beach and GCA headquarters in its path. Yet, dedication to customer needs, as always, remained a top priority for GCA President David Shulevitz who called upon key personnel to pitch-in to keep the order lines open.

As is company's procedure in times of Hurricane Warnings issued by the National Weather Service, GCA employees volunteer to travel to the Atlanta Distribution Center to continue "business as usual" from that location. Phones and computers are installed to operate remotely and continue accepting orders smoothly by phone, fax and email.

This time around, Customer Service Manager Debby Lilly, Operations Supervisor Roberta Warner, and Special Projects Manager Pat Knott joined forces, and like a whirling vortex within Hurricane Wilma itself, the trio converged on Atlanta to do their duty.

Before the closing of local airports, as millions of Floridians prepared for the advancing storm, Debby flew to Atlanta on Saturday, knowing she had to leave South Florida before the airports closed, in order to set up order entry procedures the following Monday, as the hurricane swept across the southern tip of Florida.

Meanwhile, Roberta Warner was enjoying her vacation in Orlando when she got word that she would "deploy" to Atlanta on Monday should the hurricane target GCA's headquarters.

Back in Miami Beach, Pat Knott and all the other GCA employees were preparing their offices by clearing everything away from the office windows and protecting all computer equipment and vital papers.

By Monday morning, as the storm's force affected all of Miami-Dade, Monroe, Broward and Palm Beach Counties, Pat knew that she would soon be leaving for Atlanta. With airports closed and the landscape devastated by the storm, Pat and her husband Dave, departed at 2 p.m. and drove north for five hours to Orlando, where she joined Roberta. The two boarded a plane for Atlanta at 11 o'clock that night.

When they landed in Atlanta in the early hours of the morning, Kenny Cline, Atlanta Assistant Warehouse Manager, was there to pick them up. Later Tuesday morning, they arrived for work and joined Debby, Bonnie Wilson, Co-Director of Warehouse Operations, and Atlanta staff Alicia Head, Janan Hogan, Leon Gramling, and Daisy Robinson. Together, the team processed phone orders and email orders, input the data into the computer and worked late into the night.

Finally, with the computer tape unit and backup tape in hand, the Miami trio raced to the airport and caught the last flight back to Orlando that night. Once in Orlando, they piled into Roberta's car and hit the road. As they drove through the counties of Palm Beach, Broward and finally Miami-Dade, several hours later, things were very, very dark. Millions of homes and businesses were without power. No street lights, no traffic lights and police waiting to stop the three women because of a curfew in place. At last, they arrived in Miami Beach at 5:30 a.m.

But that wasn't the end of their adventure. The three gained access to the GCA offices, which did have power, and worked tirelessly through the morning to load the data into the main computers so that the customer orders would be completed. With so few employees able to come to work due to the hurricane's impact, these three dedicated workers filled the void and kept the company running.

The entire GCA family wishes to extend its gratitude to Pat, Roberta and Debby and the Atlanta crew for their dedication, loyalty and outstanding performance during such extreme circumstances. Thank you all.

## Van Dyne Crotty Names GCA 2005 Outstanding Supplier

Garment Corporation of America was recently named 2005 Outstanding Supplier by Van Dyne Crotty, Inc., of Dayton, Ohio.

Van Dyne Crotty executives, Dan Studebaker (pictured, left) and Bob Crotty (right) presented the prestigious award to Lloyd Bennett, GCA Vice President of Marketing.

GCA was one of two companies honored with the award. The second was Mountville Mills, Inc. of La-Grange, GA. "Van Dyne Crotty is very fortunate to have suppliers such as GCA and Mountville. They embody the principles of continuous improvement, superior service, and excellent support for which our supplier evaluation and award programs were developed," Studebaker remarked.



According to Studebaker, the award recipients are selected based upon the results of annual supplier evaluations and direct feedback from operating business units. Several critical performance criteria are evaluated including quality of products and services, competitive cost, quality of management, and problem resolution.

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From The Office Of Lloyd Bennett Vice-President, Marketing

## Introducing

# GCA's New Baby...Softwear+Plus Line

We're proud as new parents to introduce the latest addition to our line of work clothes, Softwear+Plus by GCA®. Work shirts and pants featuring the 21st century moisture-transport technology of Ovation Spun® polyester fabric by Milliken.

Inventories of this new line will be fully stocked by late Fall with comfortable, easy-care work shirts, basic pants and classic pants.

The benefits of Softwear+Plus garments are many and each garment offers GCA's traditional styling and quality construction.

Benefits:

• VISA® System 3 soil-release, easy-to-clean finish

- Wickability providing "moisture management" that offers faster absorption and quicker evaporation of perspiration, which cools the wearer for greater comfort on the job
- Durability through advanced fiber strength that outlasts other fabrics...Ovation Spun by Milliken
- Superior color retention for longer wear and easier care
- A softer hand that surpasses other fabrics for "touch-ability" and comfortable wear.

Softwear+Plus Work Shirts are pre-cure durable press, 4.75-ounce poplin with a six-button front and gripper-closure at neck, and feature two,button-through breast pockets with left side pencil-slot, and are available with elbow-length sleeves or regular sleeves. Colors are medium blue (1244/1244E), light grey (1255/1255E), white (1259/1259E), navy (1264/1264E), and light tan (1275/1275E).



Softwear+Plus Basic Pants are pre-cure durable press, 7.25-ounce twill, with two front pockets, two hip pockets with left-side button closure, a heavy-duty brass ratcheting zipper and button closure at waist. Colors are charcoal grey (1463) and navy (1464). White (1459H) is offered with a hook and eye closure at the waist instead of a button closure.

The Softwear+Plus Classic Pants are pre-cure durable press, 7.25-ounce twill with the same features as the Basic style, with the exception of an upgraded non-roll waistband with hidden stitching instead of topstitching for a cleaner, smoother appearance. All pockets also have hidden stitching. Colors are charcoal grey (1963) and navy (1964).

# **Product News**

## Wrinkle-Resistant 100% Cotton Cargo Shorts for Men NEW!



One of retail apparel's most popular shorts styles has come to GCA's line of uniform shorts. "Our Wrinkle-Resistant 100% Cotton Cargo shorts offer employers advantages not met by other styles," explains Lloyd Bennet, GCA Vice President of Marketing.

A multitude of pockets that can hold tools and other bulky items needed "on the job"

make these shorts a great choice for industries utilizing scanning devices, palm computers, 2-way radios and cellphones, and pocket-sized mechanical equipment. The shorts are available in khaki (1656C) and navy, (1664C). Coming in January, 2005 will be the addition of black (1680C). Sizes range from 28-38, and even sizes 40-46.

## Jean-Cut Work Pant, 8600, Now Offers Upgraded Features



Our new relaxed-fit Jean-Cut Work Pant, 8600, with an upgraded waistband now takes the place of inventories of our discontinued 7600 style, Basic Jean-Cut Pant.

The upgraded style features a nonroll waistband commonly known as a ro-cap waistband with hidden stitching instead of top-stitching providing a cleaner appearance. It also offers more room in key areas of the garment providing a relaxed-fit for more

comfortable wear. It still offers many of the same features of the basic jean-cut it is replacing, such as topstitched jean-style front pockets and hip pockets, and slightly tapered legs.

Made of 7-3/4 ounce, 65% polyester/35% cotton twill with the Softwear for Hard Wear by GCA® treatment, it also features a heavy-duty brass ratcheting zipper and button closure, and is available in charcoal (8663), navy (8664), chocolate brown (8675), and spruce green (8668). An additional color, white (8659) will be added later this year.



Ranked among the top 100 North American trade shows, the World Educational Congress for Laundering and Drycleaning (Clean Show) is the largest industry show in the world. It attracts all facets of the laundering, drycleaning and textile care industry — from singleowner coin-operated laundry and drycleaning establishments to giant industrial and institutional laundries and textile rental companies.

Once again GCA will be an exhibitor at the Orlando Convention Center, June 23-26, joining more than 500 exhibiting companies who are manufacturers and providers of products, supplies and services to the industry. Ninety-five percent of attendees are owners or managers of their companies. "Clean '05 is the most effective way to reach customers and find new prospects because you meet them face to face," states GCA Vice President Lloyd Bennett.

In addition to the expo, over 30 hours of educational sessions will focus on state-of-the-art technical information, business management, and environmental and regulatory issues.

For information on attending the event, contact or E-mail: mailto:info@cleanshow.com or visit the web site at http://www.cleanshow.com. You may also call the show management firm, Riddle & Associates, at 404-876-1988.

## **Employee Spotlight**



### **Roberta Warner**

HATURIS STUD

Information Systems Technician

Over the years, Roberta Warner has seen the growth of computer technology boom and she has been instrumental in developing and maintaining

that technology within the walls of GCA. An employee since the company moved to its South Florida location in 1975, she was originally hired for part-time data entry. Her responsibilities and hours quickly expanded to full-time computer operations, and Roberta has kept pace with the new technology while raising a family and devoting herself to her church activities and hobbies. Today, she remains one of the company's key personnel in keeping all systems online 24/7.

Born and raised in Miami, she earned a college degree in Art Education but never went into the teaching field, instead using her creative skills in her hobbies of landscape photography, sewing and handcrafts.

Married for 29 years, Roberta and husband Ron enjoy Nascar races and antique cars. Their daughter Katy, now a senior at the University of Central Florida, has also been a part of the GCA family, working parttime during her high school years.

Roberta proudly serves as one of the company's priority personnel who is immediately dispatched to GCA's alternate computer site in the Atlanta Distribution Center in the event a hurricane warning is issued for South Florida. (See story on page 4) It is Roberta's responsibility to ready the computer system that allows Customer Service personnel to receive and enter phone, fax and electronic data interchange (EDI) orders, and not lose a minute of business! Three major hurricane threats this season have kept Roberta and the team on their toes.

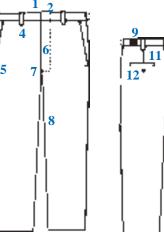
When not dealing with the threat of hurricanes, Roberta's daily routine is a little more sedate but still offers a challenge she says she enjoys.

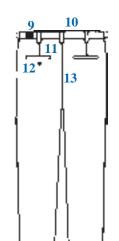
"The responsibility of making sure the GCA computers are always operational is a challenging job that I plan to continue for many years, and interaction with other employees company-wide makes it enjoyable on a daily basis," Roberta states.

We congratulate Roberta for a job well-done during the busiest hurricane season on record.

# Product Knowledge 101 BASIC-CUT PANTS

In-depth product knowledge is essential to successful sales. GCA Features & Benefits Sheets are available free to all customers for sales training and presentations. Call Customer Service, 800-944-4500 to request each by garment name.





#### FEATURES & BENEFITS Front:

- 1. Outlet for waist. Allows garment to be let out for fit & comfort
- 2. 22 ligne 4-hole melamine button and keyhole buttonhole with gimp. Industrial button with gimp in-button-hole for added strength.
- 3. 7/16" modern belt loop design for up to 2- 1/4" belt. Seven loops thru size 42, nine for 44 & up.
- 4. Belt loops tacked top & bottom. Secures loop; loops are placed at stress points to reinforce entire pant.
- 5. Pockets bartacked at stress points. 14 bartacks reduce tear-out, including four heavy-duty, 42-stitch tacks on hip pockets.
- 6. YKK® solid brass ratcheting zipper. High quality for durability and dependability.
- 7. Double tack at crotch. Reinforces this critical area.
- 8. True safety-stitch seams. Prevents raveling and fraying.

#### Back:

- 9. Joker ticket (tear off tag). Easy identification of SKU.
- 10. Inside care label. Color coded with size information.

11. Darts above hip pockets. Provides a form fitting silhouette.

- 12. Large 6" deep hip pockets. Accomodates large wallets.
- 13. Tandem stitch seat seam (two rows of heavy-duty stitching). Reinforces this critical area.

### FABRIC

65% polyester/35% cotton, 8-oz. twill.

### 

COLOR	
Postman Blue, 2654	Navy, 2664 / Navy USPS, 2624
Tan, 2656	Spruce Green, 2668
White*, 2659	Chocolate Brown, 2675
Charcoal Grey, 2663	Black, 2680

\*White also available with hook & eye closure, 2659H.

#### **SIZES**

All colors available in waist sizes 28 to 56. Grey, navy, spruce and brown available in 26 to 66.

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## **Hurricane Preparedness Keeps GCA Operational During Emergency Evacuations**

### By Roberta Warner, Operations Supervisor

How is GCA prepared to continue doing business if a hurricane threatens South Florida? Across the nation, many GCA customers may have asked themselves this question as they became aware of the busy storm season the Sunshine State had during 2004 from June until November.

While sunny Miami Beach is usually a great place to live and work, GCA headquarters is located in what's often referred to as the 'line of fire' during hurricane season. The island city of Miami Beach must be evacuated whenever a hurricane warning is issued (meaning that hurricane land-fall is expected within 24 hours).

Once a Hurricane Warning is posted, GCA personnel begin implementing a well-thought-out Emergency Operations Plan that allows the company to continue "business as usual" even when required to shut down our headquarters and leave the island.

Thanks to a special backup computer system that's part of this operation, the company is able to temporarily relocate to an alternate site. One simple phone call is all it takes to switch customer service order lines to the alternate site, and without missing a beat, our representatives continue taking customer calls, faxes and Electronic Data Interchange (EDI) orders as usual.

The GCA Emergency Operations site is located at our Atlanta, Georgia distribution center which has been fully equipped to allow us to continue all company operations. Among the first task force personnel dispatched to the Atlanta site are computer support technicians and customer service representatives.

With enough computer terminals and skilled personnel on hand, many other GCA operations can be transferred to the emergency site if necessary. The Accounts Payable, Accounts Receivable, and Credit Departments, as well as Customer Service, are prepared to do their jobs there for as long as needed over an extended period of time.

Once the operations are transferred to Atlanta, the management team headed by GCA President David Shulevitz, determines the length of time that might be required to remain at the emergency operations site based on the projected path of the hurricane and its predicted effects on South Florida.

Fortunately, as part of the preparedness plan, an ample number of GCA employees have voluntarily signed up, in advance, to help at the emergency site so that the original task force can be relieved at any time, allowing them to return home to take care of their own families and property, if necessary.

So, as you can see, Garment Corporation of America stands prepared every storm season to continue full operation under any circumstances in order to provide you, our customers, with the same ongoing, quality service you have come to depend upon.



## **GCA Employees Run for Charity**

GCA employees and friends joined more than 20,000 participants and 642 companies last spring for the Miami Corporate Run benefitting the Leukemia & Lymphoma Society. Seated from left are Maribel Biamon, Carolyn and David Shulevitz with children Harley and Ilana, Bill Shanks, Michelle and Marzio Padilla. Standing from left are Emilio Riveron. Fawn Allen. Bill Walker. Pat Knott Giblin. Dave Giblin, Bob Maunsell and Ralph Rolnick.

## VOICE-MAIL 1-800-944-3400

Dial 1-800-944-3400 and enter the extension of your GCA representative. Or ask a Customer Service Representative for the name of the Sales Rep. for your area, 1-800-944-4500.

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Jacque "Jac" Clark	417
Jack Dortch	
Ted Friedman	402
Rich Neiner	415
Stan Parry	405
Ed Tudor	

### **Important Email Addresses**

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