

# BRANDWEAR

**FOR IMMEDIATE RELEASE**

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## **Brandwear Basics Ltd. Continues Product Safety Leadership, Early Adopter of Industry's 'Product Safety Aware' Compliance Program**

Langley, British Columbia - November 21, 2014 – Brandwear Basics, Ltd. dba **BRANDWEAR®** [www.brandwear.ca](http://www.brandwear.ca) today announced it is among the first to achieve 'Product Safety Aware' status in the Promotional Products Association International (PPAI) Product Safety Awareness Program. This means Brandwear has met or exceeded the PPAI product safety training and education requirements.

Brandwear has demonstrated its commitment to product safety by actively engaging its workforce and adopting a corporate culture prioritizing product safety compliance training and a commitment to continuing education.

Shurli Allinott, Brandwear Founder and President, said, "Meeting the evolving product safety compliance expectations of the promotional products industry requires regulatory knowledge and an ongoing company commitment. We are proud to establish a proactive leadership position in the industry through our commitment to PPAI's 'Product Safety Aware' compliance program. Product Safety Awareness gives us a strong competitive edge and increases the value in the client-supplier relationship; it's a win-win for both of us."

PPAI, founded in 1903, has a long history of leadership in the development of training and education programs meant to enhance safety programs in the promotional products industry. The Association is the world's largest and oldest not-for-profit trade association for the \$18.5 billion promotional products industry and is the leading provider of [promotional products safety and compliance training and education](#) with more than 50-years of [professional development and certification](#).

### **About Brandwear**

**BRANDWEAR®** produces high quality garments that are manufactured in Canada and many companies find that we fit with their "**diversity programs**" & "**sustainability initiatives**". We are a Woman Owned Business and are also a member of the UFCW Union Professional Division, Local 1518.

As a full turn-key solution provider we also have unique branding techniques that can adorn our exclusive fabrics with your designs or logos without compromising the integrity of the garment. We are able to achieve great detail with full turn-key

embellishment through laser etching, 3D laser, embroidery, silk screening, water based digital printing, heat press, appliqué, including 3M reflective, dazzles, sparkles, lusters, glitters, shimmers & metallics (to name a few). **3M®** reflective adds safety along with high visibility when wearing the garments at night, and great for employee recognition and safety. We produce high quality fashion forward active wear garments that are extremely comfortable and have added properties.

### **Custom Apparel & Uniform Programs Available:**

If you require an item that is not shown in the catalog, please let us know and we can price it out as a custom item for you.

Programs can be as earth friendly as you like

- **Full size ranges – XS to 5 & 6XL**
- Low minimums. As little as 24 units
- Quick turnaround times. As little as three weeks
- Blank or full turn-key logoed apparel

Any custom program is yours as long as you want. Give us your wish list:

- Target price point
- Demographics
- Pantone color matching

Let us create it for you! If you can imagine it....We can make it happen! If you need “unique”.... **BRANDWEAR®** can help!

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