

Client: **Uniform Advantage:** 30 +-store nationwide chain, cataloger, online provider of healthcare and hospitality uniforms, apparel and accessories.

Project: **New Book, New Audience:** Professional Chefs

Developed “at-a-glance” lead-in/subhead hierarchy: Since UA wanted all headlines to be product names, I proposed this subhead and lead-in formula that flags key differentiators instantly while enticing customers to read body copy.



Simplified shopping experience WITHOUT sacrificing profitable space: The client's coat collection spanned 8 pages - packed with dense SKUS and many choices (cut, fabric, style, button finish) that could potentially confuse/overwhelm.

The client wanted to start selling 1st SKUS on 1st spread. I developed short opening presence that told UA's quality story and added brief "**Quick Tips on Choosing Fit**" box (not shown) that explained fit/cut options.

Only used 25% of the 1st spread to make all 8-pages easier to shop - while still saving 75% of that 1st spread space to sell.

**Better-Fitting Coats
For Busier Chefs**

Step into a UA Chef™ coat and you'll instantly feel the difference: ours have extra room built into the biceps and underarm areas, where you need it most. A slightly larger neck opening for more comfort and convenient double pocket on the left sleeve. Your choice of superior-quality fabrics assures you a long-lasting, professional image, while the wide variety of buttons, colors and styles make it easy to find exactly the look you prefer.

**Traditional Coat with Fabric Covered Buttons and Black Piping
Style# 63115
S - 3X**

\$39.99* each 16 +

See our ENTIRE coat line on pages 13, 20-27 & 34-35
from the premier Pima shown here to 100% Cotton Fine Line Twill and Poly/Cotton blends on the following pages.

Added memorable “proof points”: Every competitor touts “quality”: This book crafts a more believable story through details like the one flagged below (relating how designers rejected 6 different button designs.) Prospects see how much UA cares about the details, plus feels a connection to actual makers of the product.

Traditional Coat

Traditional Fit: Removable Stud Buttons

These gleaming plastic buttons are easy to remove: a fun way to add fresh style to your look. You won't find better quality anywhere. Our designers tested (and rejected) six other stud buttons before approving these! Coat is made from luxurious U.S. Pima 100% cotton fabric. Includes double pocket on left sleeve and under-arm vents to keep you cooler.



Style# 63114

Available Sizes: S-3X

1-5 \$49.99

6-15 \$45.99

16+ \$39.99

*2X - 3X add \$4.00

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