

**Unisync Group wins *Image of the Year Award* – 2014  
for Kelsey’s Restaurants new colourful, fun and hip uniforms.**

**“Prep/Collegiate meets South Beach” wins top award**

Toronto, Ontario. April 9, 2014. Canadian-based corporate apparel designer and manufacturer, [Unisync Group](#), has won the industry’s highest achievement award for the most fashionable, forward thinking and innovative commercial apparel designs from The North American Association of Uniform Manufacturers & Distributors (NAUMD) in the Restaurant Image category.

“We value the fresh thinking and design capability of the Unisync Group,” says Anesie Johnson-Smith, Director of Marketing for Kelsey’s, a division of Cara Operations. “Kelsey’s was in need of a revolution of its identity. We wanted something that would differentiate our look and feel and allow our Krew members the opportunity to be themselves and have fun with their uniform. Unisync was right there with us, helping capture our brand vision and bringing it to life with a new look and improved versatility for our uniforms. We congratulate Unisync and its team of outstanding designers for this well-deserved award.”

“At Unisync we pride ourselves as being Canada’s leading image apparel company so when Kelsey’s chose us as critical team members of their re-branding strategy, we were honored to work alongside such talented people on their Marketing and Procurement team. Winning this award is a true testament to what can be accomplished when great teams partner together.” says Naomi Meghory, Account Executive, of the Unisync Group.

The NAUMD award in the Restaurant Category is the eleventh time the Unisync Group has won an award since 2010. An independent panel of judges representing the fashion industry’s most celebrated designers, journalists and fashion authorities judges the award.

“As experts in image apparel we are proud of the work we have done to help shape Kelsey’s new image and honored to receive this prestigious award.” says B. James Bottoms, COO, of the Unisync Group.

### **About Unisync Group Ltd.**

Unisync Group is a privately held Canadian owned company and an established leader in corporate apparel and promotional products throughout North America. Based in Mississauga, Ontario, the company has provided more than three million employees with uniforms, work wear and personal protective apparel under the Hammill brand, and corporate uniforms and image apparel under the York brand. Its wide range of services include creative design, technical specification development, global sourcing, manufacturing, online ordering, bilingual customer service, strategic services and inventory planning, as well as state of the art distribution and program management. Unisync’s customization capabilities have been recognized for numerous award winning design and technological breakthroughs, from the North American Association of Uniform Manufacturers and Distributors (NAUMD). The latest NAUMD award in the category of Image: Restaurants, brings the total number of awards won since 2010 to eleven. For more information, please visit <http://www.unisyncgroup.com>

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