

Medelita Logo Wins Silver Davey Award



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Press Release Summary: Innovative medical apparel designer's logo represents the classic scrub pant drawstring and symbolizes the flexibility, strength and commitment of women in healthcare

Press Release Body: San Clemente, Calif., December 18, 2008 — **Medelita™**, maker of breakthrough lab coats and [medical scrubs](#) for female clinicians, announced today that its logo has received a Davey Award. The Medelita logo was designed by John Strain, graphic designer at Caliber Media Group, and was awarded a Silver Davey in the category of logo design and creation.

The Annual **International Davey Award** is a prestigious competition that celebrates the "Davids" of creativity. Borrowing from the story of David and the giant Goliath, this award is the first competition created specifically for smaller firms. David defeated the giant with "a big idea and a little rock." The same strategy used by small firms whose strength comes from big ideas, not "stratospheric budgets."

*"We are thrilled that the Medelita logo has received a **Davey Award**. As a growing business, we can attest to the power of big ideas, which have been a cornerstone to our success," said **Medelita Founder Lara Manchik**. "Our logo's design was inspired by the classic drawstrings of the traditional scrub pant. Although our scrubs and lab coats are designed with modern innovations and a feminine line, some time-honored features still exist. The drawstring representation symbolizes the flexibility, strength, and commitment of all women working in medicine."*

The philosophy behind the development of **Medelita** was, and continues to be, a desire to create a uniform that reflects the enormous strides that female clinicians have made in their profession, and the high standards to which they hold themselves. As an emergency room physician assistant, Manchik's own experiences convinced her that the frumpy unisex garb of past failed to convey clinical competence and professionalism. She left healthcare and created **Medelita** as a departure from the boxy doctor's [lab coats](#) and [clinical scrubs](#) – made for the male

figure and representative of a time when men dominated all clinical fields of medicine.

With darting in the right places, **Medelita** scrubs and lab coats are designed to flatter the feminine figure, while still maintaining some of the classic professional details of traditional medical uniforms. **Medelita** uses [high performance fabrics](#) that repel fluids, resist stains and retard wrinkles. Requiring fewer cleanings than ordinary medical apparel, the **Medelita** fabric releases deeper stains during a typical laundering cycle and does not require the expense of commercial cleaning services. Owners of Medelita spend less time cleaning, reduce the use of environmental resources, and save money as they are not frequently replacing permanently stained uniforms.

Made from high-denier, 100-percent brushed cotton, the **Medelita** lab coat is designed specifically for women with a focus on fit and function. The [tailored lab coat](#) has a feminine shape with a rounded collar, hidden inside pocket, traditional side slits, and French finish inside seams. The fluid-resistant Medelita lab coat is available in sizes 0 to 20, with optional custom embroidery.

Medelita nursing scrubs and medical scrubs feature Dri-release® fabric that moves moisture away from the skin while FreshGuard® virtually eliminates odors in our medical uniforms. The luxuriously soft fabric prevents pilling, fading and shrinkage. The scrub tops' darting at the bust increases comfort and shapeliness as does a contoured, modern waist that is higher in back, lower in front. With no-roll side panel pockets and a hidden money pocket, the Medelita scrub pants feature a slimming, up-to-date boot cut leg shape. Women's sizes range from 0 – 14 (petite, tall and plus sizes coming soon).

About

Medelita has one purpose: to reinvent the way women of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available, including lab coats, [womens scrubs](#) and medical scrubs. Medelita caters to professional women who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our website at <http://www.medelita.com> or call (877) 987-7979.

Medelita

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