

Medelita Women's and Men's Lab Coats Made in the USA

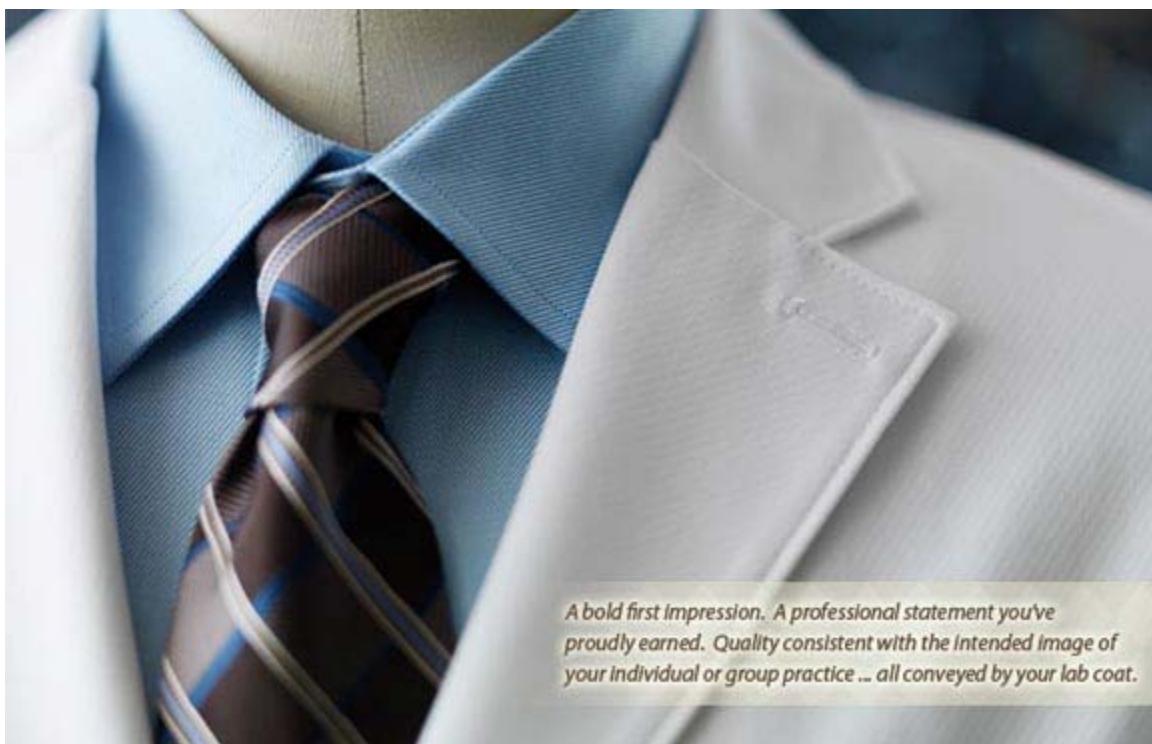


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Innovative medical apparel maker manufactures all products domestically, keeps jobs in the U.S.



SAN CLEMENTE, Calif., April 06, 2010 -- Medelita®, maker of breakthrough performance lab coats and scrubs delivers unparalleled

comfort and the highest quality medical apparel manufactured in the United States. With its signature line of [women's lab coats](#) and its newly launched [men's lab coats](#), Medelita is one of only a handful of apparel companies that sews its garments domestically.

"When we started Medelita, we envisioned creating a line of products that truly fulfills the purchasing preferences of our clientele. We assumed there would be a high value associated with sourcing fabric, trim and manufacturing facilities within the U.S.," said Lara Manchik, PA-C and founder, Medelita. "Sewing in the United States is significantly more expensive and challenging than outsourcing to Asia. Yet, we made a conscious decision to support U.S.-based sewing manufacturers and thus, the U.S. economy. We hoped our customers would find great value in the 'Made In USA' label."

Most major scrub and lab coats retail stores, universities, private and public hospitals and the U.S. government buy imports; it is the individual physician or clinician that appreciates true quality and finishing and finds value in Medelita scrubs and lab coats. The typical Medelita customer is willing to pay a little more for a product that is guaranteed to perform and that is made domestically.

Medelita lab coats are hand-sewn in the U.S. using the highest quality fabrics, most advanced fabric treatments and feature designer touches such as inside seam finishing and contoured shaping at the sleeves, bust and hips. Engineered for easy care, Medelita lab coats and scrubs can be machine washed and emerge from the dryer with a crisp, clean and professional look. Professional dry cleaning can be used, though is not required.

Made from 100 percent high denier cotton and designed specifically with a focus on fit and functionality, Medelita's fluid resistant lab coats are treated with Advanced Dual Action Teflon® fabric protector, which allows fabric to repel and release stains. Tailored to fit the contours of the human body, Medelita lab coats feature hidden inside pockets and finished inside seams. The High IQ® Easycare Plus helps fabric resist wrinkling and retain a soft, smooth, clean appearance. Technologically innovative, durable and fashionable, Medelita sets a new standard in professional lab coats.

Available for purchase through its web site and at medical conferences, Medelita lab coats and scrubs can be embroidered using 100% polyester threading with clinician name, credentials and

hospital, practice or group custom logo. Gift certificates are also available for order on the company's web site.

About

Medelita

Medelita has one purpose: to reinvent the way women and men of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available, including women's lab coats, men's lab coats, embroidered [doctor's lab coats](#) and medical scrubs. Medelita caters to medical professionals who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our websites at <http://www.medelita.com> or <http://www.medelita-mens.com>, or call 877.987.7979.

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