

# Medelita Establishes Network of Authorized Uniform Retailers



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Press Release Author: Lara Manchik

Industry: [Healthcare](#)

**Press Release Summary: Maker of high-end performance medical apparel enlists retail partners**



Press Release Body: San Clemente, Calif., December 10, 2008 — **Medelita™**, maker of breakthrough medical apparel for female clinicians, including [womens scrubs](#) and lab coats, announced today that it is assembling a national network of retail uniform shops that will be authorized to carry the **Medelita** product line. The company has quickly established itself as one of the pre-eminent brands in medical apparel by differentiating its garments in several ways. This innovation now extends to include a marketing program that is unusual within the retail uniform industry.

Prior to the introduction of the new retail program, **Medelita** was sold exclusively through its website (<http://www.medelita.com>) and at medical conferences. However, the garments are so well received by prospective customers at medical conferences, that it was apparent what needed to be done. Making the line available to customers in a retail environment is necessary; however, the executives at **Medelita** were concerned about maintaining the high-end image of their brand, which they have carefully cultivated.

To ensure that its reputation is maintained, **Medelita** has structured a retail program that offers select uniform retailers exclusive rights to sell the **Medelita** line of uniforms within a defined geographic area. In exchange for those territorial rights, the retailer is obligated to display **Medelita** in a designated area of their store. Retailers not only get exclusive rights to sell the **Medelita** line within their trade area, they also benefit from the unusual profitability of this high-end brand.



*"When customers have an opportunity to experience the flattering fit of the Medelita scrubs and [lab coats](#), the enthusiasm for the brand quickly translates into sales," says **Lara Manchik, founder and chief executive officer, Medelita**. "Our garments designed not only to fit the female body, but to flatter it. At the same time, the apparel's [high performance fabrics](#) are created to accommodate the endurance test which we call a day at work in health care."*

Historically, uniform retailers had concerns about manufacturers selling directly to the consumer, affecting channel sales, however, **Medelita** is committed to using its website to inform customers about its product line and support retail sales with fair trade pricing. **Medelita** does not and will not discount their uniforms on their website, with exceptions for discontinued styles or colors. As the only brand in the industry to do so, Medelita makes a commitment to

work only with authorized retailers and not through catalog or online discounters.

The program is in the process rolling out in three markets: California, Texas and Ohio. For information on becoming a member of the Authorized Network of **Medelita Retailers**, please contact **Joe Francisco at 877-987 7979**.

**About**

**Medelita**

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](#), [clinician scrubs](#) and nursing 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.

**Web Site:** <http://www.medelita.com>

**Contact Details:** [Lara@medelita.com](mailto:Lara@medelita.com)  
**(877)987-7979**