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Arrow Uniform and Sugarhouse Casino Awarded Image of the Year Award in 2014 in the Gaming Division

TAYLOR, MI – April 5, 2014 - Arrow Uniform wins the 2014 Image and Apparel Institute's "Image of the Year Award" for Sugarhouse Casino at the NAUMD convention and exposition. This is the second year in a row Arrow Uniform has been honored, winning the award in 2013 for Con-way Freight.

Sugarhouse Casino's uniform program incorporates the look and feel derived from the former sugar refinery that once was on the site location. The program covers all job functions of the casino, both front and back of the house. Front of the house uniforms consists of mainly custom designed and manufactured garments while the back of the house is primarily stock garments.

Sugarhouse Casino was looking for a program that kept in line with not only the heritage of the former refinery but also the trendy city feel of Philadelphia. The casual untucked shirt hems with faux fold up cuffs on the sleeves help portray this. The program also utilizes a logoed ribbon and signature (sugar like) brocade that is used widely within the casino.

Sugarhouse Casino is a very energetic, fun, friendly and modern casino. They have and continue to invest time and effort into setting themselves apart from nearby competition. It is important to them to have employee feedback in every aspect of the casino including the uniform selection. This was very recently done in the new cocktail uniforms.