# Uniform Policy June 2014

To purchase contact endorsed suppliers listed below.

**Town & Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People**

> The following shall apply to all Best Western branded hotels:

1. At all times when on duty, all hotel staff with guest contact (including ownership, executive management (such as General Manager, Director of Operations, sales management, etc.), front desk, housekeeping, laundry, kitchen, front of the house restaurant, maintenance, security, bell, valet, and concierge) must:
   
   a. Be neatly dressed in the required uniform, which must be clean and in good condition.
   
   b. Wear a professionally prepared name tag, which includes a Best Western logo unless the logo is embroidered on the clothing in close proximity to the name tag (i.e., directly above or to the side). If the name tag is covered (i.e., by a jacket or coat), a Best Western logo must be visible to guests (i.e., on a Best Western logo hat, on the jacket, etc.). Note that the compliant use of the words “Best Western” may be used in lieu of the logo.
   
   c. Be neatly attired and groomed.
   
   i. Excessive or unprofessional jewelry, piercing and tattoos, and unnatural hair colorings (e.g., blue) are not acceptable. Some visible tattoos are permitted; however, employees may not show excessive tattoos. A visible tattoo may not be offensive; if offensive, it must be discreetly covered.
   
   ii. When appropriate, belts must be worn.
   
   iii. Neckties, when worn, must be tied and worn at the traditional position on the neck.
   
   iv. Tee shirts, tank tops, deninm of any color (i.e., blue jeans), sweat pants, and cut-off shorts are not acceptable. Hotel-management-approved shorts appropriate for the climate and location are acceptable, provided they are professional in style and length.
   
   v. Undergarments may not be visible.
   
   vi. Tom or patched clothing is not acceptable.
   
   vii. Leggings and yoga pants are not acceptable.
   
   viii. Skirt/dress length is to be professional.
   
   ix. Shirts must be tucked in for all staff, unless camp or tunic style.
   
   d. Wear footwear that is clean, in good repair, and appropriate for a business environment. Flip flops and sandals are not acceptable. Stylized athletic footwear (i.e., bright multi-colored sneakers/running shoes), and sports-oriented sandals are not acceptable. Dark, monochrome, or similar athletic footwear is acceptable.

2. Employees may not smoke (including e-cigarettes), chew gum or tobacco, or eat food in view of guests while on duty.

3. Uniforms can be selected from the current uniform catalog provided by Best Western Endorsed Suppliers or from a supplier chosen by the member, provided the uniforms meet the standards set forth in this policy. If a member contracts with a non-endorsed supplier for Best Western logo apparel, it is the member’s responsibility to ensure that brand identity standards, as specified in the then-current Global Brand Identity Manual, are met. A member may not grant authorization to produce clothing bearing the Best Western logo to a supplier for any property other than his or her own.

4. Clothing (including hats) with prominent logos other than Best Western, sayings, and/or bold illustrations are not acceptable.

5. Staff in each department (e.g., housekeeping, maintenance, front desk) must all wear substantially the same items (i.e., same style, color, pattern, items), no matter the selection of items from the acceptable attire list. For example, all front desk staff shall wear the same color, style, and length of pant, shirt, and jacket, if that is the uniform for the front desk.

   a. Resort locations may have theme-style uniforms, and attire may tastefully reflect local character. For example, an exception may be considered for blue jeans in a property with a rustic theme. However, all items must be the same for each department as noted above.

   b. Allowances will be made for:

      i. Climate-related additional items (such as sweaters and jackets); however, each department staff must all wear substantially the same items, as noted above.

      ii. Occasional, short-term special events (i.e., local sporting events, etc.); nonetheless, attire must be coordinated for all team members (e.g., pant, knee length skirt, blouse, tunic, vest, jackets, etc.) in the same department.

6. Exceptions to this policy may be made to accommodate religious practices or medical needs. Requests for such accommodations shall be directed to and determined by hotel management.

Acceptable attire is detailed by descriptor as follows:

> If these criteria are not met, 120 points shall be deducted on the assessment. Point values double if not corrected on subsequent assessments. A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.
# Descriptor Program - Supply Ratings Guide

## Table of Contents for Uniform Policy:

- Uniform Policy Updates
- Approved Logos
- Bellman
- Executive Management
- Front Desk
- Front Desk Resort
- Housekeeping
- Maintenance & Engineering
- Name Badges
- Restaurant/Breakfast Attendants
- Personnel Uniform Policy Document
- Supplier Information
### Approved Logos

**BEST WESTERN® Requirement:**
- Dress or khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, tunic or scrubs top with contrasting piping. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable.
- **Thread Color:** Dark Blue on Light Apparel and Silver on Dark Apparel
- **Property Name:** Yes
- **BEST WESTERN®**: Yes
- **BEST WESTERN PLUS®**: No
- **BEST WESTERN PREMIER®**: No

**BEST WESTERN PLUS® Requirement:**
- Dress or khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable. **Thread Color:** Dark Blue on Light Apparel and Silver on Dark Apparel
- **Property Name:** Yes
- **BEST WESTERN®**: No
- **BEST WESTERN PLUS®**: Yes
- **BEST WESTERN PREMIER®**: No

**BEST WESTERN PREMIER® Requirement:**
- Dress or khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable. **Thread Color:** Gold or Dark Blue on Light Apparel and Gold on Dark Apparel
- **Property Name:** No
- **BEST WESTERN®**: No
- **BEST WESTERN PLUS®**: No
- **BEST WESTERN PREMIER®**: Yes

### To purchase contact endorsed supplier listed below.

**Town & Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People**

<table>
<thead>
<tr>
<th>Products</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>BEST WESTERN®</td>
<td>BEST WESTERN PLUS®</td>
<td>BEST WESTERN PREMIER®</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Logo" /></td>
<td>Not to be used with a namedrop</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Logo" /></td>
<td>Thread Color: Dark Blue on Light Apparel and Silver on Dark Apparel</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Logo" /></td>
<td>Property Name: BEST WESTERN in Dark Blue on Light Apparel and Silver on Dark Apparel, Property name in Red, Yellow or White</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Logo" /></td>
<td>Plus is Blue on Light Apparel, White on Dark Apparel *** NO Namedrop with logo</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Plus Logo" /></td>
<td>Thread Color: Dark Blue on Light Apparel and Silver on Dark Apparel</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Plus Logo" /></td>
<td>BEST WESTERN PLUS in Dark Blue on Light Apparel and Silver on Dark Apparel, Property name in Red, Yellow or White</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Premier Logo" /></td>
<td>PREMIER in Gold Thread, NO Namedrop with logo</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Premier Logo" /></td>
<td>Thread Color: GOLD or Dark Blue on Light Apparel and Gold on Dark Apparel</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Premier Logo" /></td>
<td>Thread Color: GOLD or Dark Blue on Light Apparel and Gold on Dark Apparel, Property name in Red, Yellow or White</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><img src="image" alt="Best Western Premier Logo" /></td>
<td>I Care and Lines are Blue on Light Color Apparel and White on Dark Apparel, No name drop with this logo</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Note:**
- BEST WESTERN® Properties are welcome to purchase items from all lists.
- BEST WESTERN PREMIER® properties must purchase items approved for PREMIER.
# BELLMAN/DOORMAN

| **BEST WESTERN® Requirement:** Men’s and women’s Bellman/Doorman uniforms should match or coordinate in color and style. Brown or black leather “athletic-style” shoes are acceptable provided there are no contrasting stripes or logos. Prefer apparel colors are Blue, gray, black, yellow, red, and white. Blue Jeans, Athletic footwear, i.e. sneakers and sports-oriented sandals are not acceptable. **Namebadge Required** |
| **BEST WESTERN PLUS® Requirement:** Men’s and women’s Bellman/Doorman uniforms should match or coordinate in color and style. Brown or black leather “athletic-style” shoes are acceptable provided there are no contrasting stripes or logos. Prefer apparel colors are Blue, gray, black, yellow, red, and white. Sweat pants, Blue Jeans, Athletic footwear, i.e. sneakers and sports-oriented sandals are not acceptable. **Namebadge Required** |
| **BEST WESTERN PREMIER® Requirement:** Men’s and women’s Bellman/Doorman uniforms should match or coordinate in color and style. Brown or black leather “athletic-style” shoes are acceptable provided there are no contrasting stripes or logos. Prefer apparel colors are Blue, gray, black, yellow, red, and white. Sweat pants, Blue Jeans, Athletic footwear, i.e. sneakers and sports-oriented sandals are not acceptable. **Namebadge Required** |

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To purchase contact endorsed supplier listed below.

**Town & Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People**

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<th>Approved for BEST WESTERN PREMIER®</th>
</tr>
</thead>
</table>
| ![Mandarin Collar](image1) | Brand: Endorsed Apparel Suppliers  
Description: Mandarin collar. Zip fly-front jacket with action back flange for ease of movement. Two top welt pockets. Two lower besom pockets. Double back vent. | Yes | Yes | Yes |
| ![Camp Shirt](image2) | Brand: Endorsed Apparel Suppliers  
Description: Camp Shirt  
Silver braid at top of collar, black epauletts option, logo embroidery, silver or gold buttons, optional piping to top front edge | Yes | **Yes** | **Resort & Leisure only** |
| ![Camp Shirt](image3) | Brand: Endorsed Apparel Suppliers  
Description: Camp Shirt  
Durable, soft fabric wicks moisture away from the body. Contains stain-repellent technology. Notch collar. Left chest pocket and faux coconut buttons. Side vents. Blouse has bust darts and front cutaway hem. Shirt has back yoke and two back pleats for ease of movement. | Yes | **Yes** | **Resort & Leisure only** |

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**Note:** If these criteria are not met, 120 points shall be deducted on the assessment. Point values double if not corrected on subsequent assessments. A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.

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Bellman Doorman  
Best Western International Confidential
EXECUTIVE MANAGEMENT & OWNERSHIP

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Purchase from Endorsed Apparel Suppliers Description: Polo shirt. preferred colors: Navy, Black, Red, Yellow, White. Embroidered logo optional when used with logo namebadge/tag</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Purchase from Endorsed Apparel Suppliers Description: Men or ladies in business suits</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Purchase from Endorsed Apparel Suppliers Description: Women's Blouse w/scarf, men's dress shirt w/tie</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
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</table>

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<tbody>
<tr>
<td><strong>MEN'S black VEST with white pinstripes,</strong> front flap pockets, <strong>functional breast pocked and left inner poscket. Polyester and spandex. MEN'S MILANO PANTS</strong>&lt;br&gt;Two pleats,tailored,2 side and back pocket&lt;br&gt;Women's black skirt with white pinstripes, zipper enclosure in the back, waistband fully lined, polyester, spandex.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Men's and women Chill T Polo&lt;br&gt;Comfortable, durable, short-sleeved, 100% polyester microfiber, FIT 4TM finish, moisture management fabric to keep skin cool, machine wash. Colour Black, khaki, white or burgundy.</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Men's ties, other colours available</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Women's scarves, other colours available</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</table>

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# FRONT DESK

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<tbody>
<tr>
<td>Purchase from Endorsed Apparel Suppliers</td>
<td>Description: Polo shirt. preferred colors: Navy, Black, Red, Yellow, White. Embroidered logo optional when used with logo namebadge/tag</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Purchase from Endorsed Apparel Suppliers</td>
<td>Description: Suits. Women's Blouse w/scarf, men's dress shirt w/tie</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Purchase from Endorsed Apparel Suppliers</td>
<td>Description: Dress shirt with tie or scarf and vest.</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td>Polo shirt Easy-care, wrinkle-resistant. 100% polyester with casual pants and belt</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Business casual dress shirt with tie or scarf</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Oxford or Twill Shirt, preferred colors: Navy, Black, Red, Yellow, White. Embroidered logo optional when used with logo namebadge/tag</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Oxford style shirt with sweater or vest</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td></td>
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Town & Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People

To purchase contact endorsed supplier listed below.

- Town & Country (Canada Only)
- Cintas
- RB Apparel
- Image Solutions
- Winter People Products
**FRONT DESK RESORT**

<table>
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<tr>
<th>Products</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1. Camp shirt, casual pants or skirt. NO Sandals or athletic footwear.</td>
<td>Purchase from Endorsed Apparel Suppliers</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Short Sleeve oxford type shirt or 3/4 sleeve blouse, casual slacks or skirt, NO Sandals or athletic footwear.</td>
<td>Purchase from Endorsed Apparel Suppliers</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>3. Polo shirt Easy-care, wrinkle-resistant. 100% polyester with casual pants, shorts or skirts, NO Sandals or athletic footwear.</td>
<td>Purchase from Endorsed Apparel Suppliers</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>4. Suits. Women's Blouse w/scarf, men's dress shirt w/tie</td>
<td>Purchase from Endorsed Apparel Suppliers</td>
<td>Yes</td>
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<td>Yes</td>
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## HOUSEKEEPING

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</tr>
</thead>
</table>
| ![Eva Pant Suit](image1) | Purchase from Endorsed Apparel Suppliers  
Description: Eva Pant Suit  
Comfort-fit back pleats, trim on collar and sleeves, two pockets, machine wash, elasticized-waist pants. | Yes | Yes | Yes |
| ![Pants](image2) | Purchase from Endorsed Apparel Suppliers  
Description: Pants with elastic waist, 2 front pockets and 3 patch pockets on the side. Reinforced knee patches. Tunic Top with Colour contrasting piping | Yes | Yes | Yes |
| ![Tunic Top](image3) | Purchase from Endorsed Apparel Suppliers  
Description: Men’s and women’s Housekeeping uniforms should match or coordinate in color and style. | Yes | Yes | Yes |

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</thead>
</table>
| ![Image 1](image1.png) | Purchase from Endorsed Apparel Suppliers  
Description: Velocity banded collar tunic for men or women | Yes | Yes | Yes |
| ![Image 2](image2.png) | Purchase from Endorsed Apparel Suppliers  
Description: Soil-release finish. Button-front placket. Tab sleeves. Two lower patch pockets. Princess darts, front and back yokes. Side ties can be tied at front or back of tunic. Topstitching detail. | Yes | Yes | Yes |
| ![Image 3](image3.png) | Purchase from Endorsed Apparel Suppliers  
Description: Full pull-tab zip-front. Shawl neckline with contrast trim along the collar and front edges. Contrasting back waist inset and sleeve cuffs. Two lower front on-seam pockets. Front princess seams. Two lower back vents. 100% polyester. | Yes | Yes | Yes |

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</thead>
<tbody>
<tr>
<td>Town &amp; Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People, AHR/CHS</td>
<td>Purchase from Endorsed Apparel Suppliers Description: Men's and women's Housekeeping uniforms should match or coordinate in color and style.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Purchase from Endorsed Apparel Suppliers Description: Men's and women's Housekeeping uniforms should match or coordinate in color and style.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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## MAINTENANCE & ENGINEERING

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</thead>
</table>
| ![Shirts](image1.png) | Brand: Endorsed Apparel Suppliers  
Description: Heavy Duty Work Shirts. Contact Suppliers for additional details. | Yes | Yes | Yes |
| ![Shirts](image2.png) | Brand: Endorsed Apparel Suppliers  
Description: Twill style work shirts | Yes | Yes | Yes |
| ![Shirts](image3.png) | Brand: Endorsed Apparel Suppliers  
Description: RECYCLED, 100% Recycled Poly Pique. Contact Suppliers for additional details. | Yes | Yes | Yes |

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<tr>
<td></td>
<td>Brand: Endorsed Apparel Suppliers Description: Men’s &amp; Women’s cargo pants</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Brand: Endorsed Apparel Suppliers Description: Knit/ Polo Shirts</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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# Name Badges

**Descriptor Program Brand Identity Guideline:**

Wear a professionally prepared name tag, which includes a Best Western logo unless the logo is embroidered on the clothing in close proximity to the name tag (i.e., directly above or to the side). If the name tag is covered (i.e., by a jacket or coat), a Best Western logo must be visible to guests (i.e., on a Best Western logo hat, on the jacket, etc.). Note that the compliant use of the words “Best Western” may be used in lieu of the logo.

## To purchase contact endorsed supplier listed below.

<table>
<thead>
<tr>
<th>Products</th>
<th>Supplier: Imprint Plus &amp; Cawley</th>
<th>Rating: Good</th>
<th>Description</th>
<th>Approved for BEST WESTERN®</th>
<th>Approved for BEST WESTERN PLUS®</th>
<th>Approved for BEST WESTERN PREMIER®</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full color on gold</td>
<td></td>
<td></td>
<td>Black on Gold</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Black on Gold</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black on Silver</td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Full color logo for PLUS properties on gold</td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

**Note:**

- BEST WESTERN® Properties must purchase items from Good rating only based on Logo.
- BEST WESTERN PLUS® properties must purchase items from Better rating only based on Logo.
- BEST WESTERN PREMIER® properties must purchase items from Best rating only based on Logo.
<table>
<thead>
<tr>
<th>Products</th>
<th>Description</th>
<th>Approved for BEST WESTERN®</th>
<th>Approved for BEST WESTERN PLUS®</th>
<th>Approved for BEST WESTERN PREMIER®</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier: Imprint Plus &amp; Cawley</td>
<td>Black logo on Silver for PLUS Properties</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Rating: PLUS Better</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplier: Imprint Plus &amp; Cawley</td>
<td>Metallic gold on gold for PLUS Properties</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Rating: Plus Better</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplier: Imprint Plus &amp; Cawley</td>
<td>Black on Etched frosted with finished metal edge</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Rating: Premier Best</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplier: Imprint Plus &amp; Cawley</td>
<td>Black on Silver for PREMIER Properties</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Rating: Premier Best</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:**
- BEST WESTERN® Properties must purchase items from Good rating only based on Logo.
- BEST WESTERN PLUS® properties must purchase items from Better rating only based on Logo.
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## Uniforms - Restaurant / Breakfast Area

<table>
<thead>
<tr>
<th>BEST WESTERN</th>
<th>BEST WESTERN PLUS</th>
<th>BEST WESTERN PREMIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dress or khakis, dress slacks, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, oxford shirt or chef coat and non-skid shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional, and cannot have non-Best Western logos. Scrub style tops are not acceptable. Traditional kitchen attire is acceptable for back-of-the-house restaurant staff. Themed restaurant uniforms may be acceptable.</td>
<td>Dress or khakis, dress slacks, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, oxford shirt or chef coat and non-skid shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional, and cannot have non-Best Western logos. Scrub style tops are not acceptable. Traditional kitchen attire is acceptable for back-of-the-house restaurant staff. Themed restaurant uniforms may be acceptable.</td>
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</tr>
</tbody>
</table>

---

### To purchase contact endorsed supplier listed below.

- Town & Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People, AHR/CHS

### Products

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand: Endorsed Apparel Suppliers</td>
</tr>
<tr>
<td>Description: Gangster Stripe Aprons, available in various styles and colours. May be worn with open neck shirt</td>
</tr>
</tbody>
</table>

**Approved for**

- BEST WESTERN®
- BEST WESTERN PLUS®
- BEST WESTERN PREMIER®

<table>
<thead>
<tr>
<th>Approved for</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BEST WESTERN®</td>
<td>BEST WESTERN PLUS®</td>
<td>BEST WESTERN PREMIER®</td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Note:**

- If these criteria are not met, 120 points shall be deducted on the assessment. Point values double if not corrected on subsequent assessments.
- A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.
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<tr>
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<th>Approved for BEST WESTERN PLUS®</th>
<th>Approved for BEST WESTERN PREMIER®</th>
</tr>
</thead>
</table>
| Brand: Endorsed Apparel Suppliers  
Description: Men's or Women's Flex shirt in white or French blue with Gangster stripe Bistro Apron or Waist Apron. V Neck Bib may also be worn. Ties preferable. | Yes | Yes | Yes |
| Brand: Endorsed Apparel Suppliers  
Description: Gusto Bib Apron available in various colours, available with or without pockets. Gusto hats available | Yes | Yes | Yes |
| Brand: Endorsed Apparel Suppliers  
Description: Wing Collar Tuxedo Shirt with Eight Pocket Service Apron or V Neck Bib. European Style Tie | Yes | Yes | Yes |
| Brand: Endorsed Apparel Suppliers  
Description: Cargo Pants Khaki, Flexible yet durable fabric. Button closure and reinforced belt loops, center back loop. Generously roomy side cargo pockets and extra-deep front pockets. Stress-point bartacks and double-needle stitching around pocket openings for durability. 37” unhemmed inseam**. | Yes | Yes | Yes |

Note: If these criteria are not met, 120 points shall be deducted on the assessment. Point values double if not corrected on subsequent assessments. A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.
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<th>Approved for BEST WESTERN PLUS®</th>
<th>Approved for BEST WESTERN PREMIER®</th>
</tr>
</thead>
</table>
| | Brand: Endorsed Apparel Suppliers  
Description: Men’s or Women’s Manhattan Collection Shirt in Black & White stripe, with Bistro Apron in White | Yes | Yes | Yes |
| | Brand: Endorsed Apparel Suppliers  
Description: Men’s or Women’s Polo shirts - Easy-care, wrinkle-resistant. 100% polyester. Home launder. Imported/Domestic. Sizes XS-4XL. | Yes | Yes | Yes |

**Note:** If these criteria are not met, 120 points shall be deducted on the assessment. Point values double if not corrected on subsequent assessments. A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.

To purchase contact endorsed supplier listed below.

Town & Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People, AHR/CHS
Effective December 1, 2014

Personnel Uniform Policy

The following shall apply to all Best Western branded hotels.

1. At all times when on duty, all hotel staff with guest contact (including ownership, executive management (such as General Manager, Director of Operations, sales management, etc.), front desk, housekeeping, laundry, kitchen, front of the house restaurant, maintenance, security, bell, valet, and concierge) must:

   a. Be neatly dressed in the required uniform, which must be clean and in good condition.

   b. Wear a professionally prepared name tag, which includes a Best Western logo unless the logo is embroidered on the clothing in close proximity to the name tag (i.e., directly above or to the side). If the name tag is covered (i.e., by a jacket or coat), a Best Western logo must be visible to guests (i.e., on a Best Western logo hat, on the jacket, etc.). Note that the compliant use of the words “Best Western” may be used in lieu of the logo.

   c. Be neatly attired and groomed.

      i. Excessive or unprofessional jewelry, piercing and tattoos, and unnatural hair colorings (e.g., blue) are not acceptable. Some visible tattoos are permitted; however, employees may not show excessive tattoos. A visible tattoo may not be offensive; if offensive, it must be discretely covered.

      ii. When appropriate, belts must be worn.

      iii. Neckties, when worn, must be tied and worn at the traditional position on the neck.

      iv. Tee shirts, tank tops, denim of any color (i.e., blue jeans), sweat pants, and cut-off shorts are not acceptable. Hotel-management–approved shorts appropriate for the climate and location are acceptable, provided they are professional in style and length.

      v. Undergarments may not be visible.

      vi. Torn or patched clothing is not acceptable.

      vii. Leggings and yoga pants are not acceptable.

      viii. Skirt/dress length is to be professional.

      ix. Shirts must be tucked in for all staff, unless camp or tunic style.
d. Wear footwear that is clean, in good repair, and appropriate for a business environment. Flip flops and sandals are not acceptable. Stylized athletic footwear (i.e., bright multi-colored sneakers/running shoes), and sports-oriented sandals are not acceptable. Dark, monochrome, or similar athletic footwear is acceptable.

2. Employees may not smoke (including e-cigarettes), chew gum or tobacco, or eat food in view of guests while on duty.

3. Uniforms can be selected from the current uniform catalog provided by Best Western Endorsed Suppliers or from a supplier chosen by the member, provided the uniforms meet the standards set forth in this policy. If a member contracts with a non-endorsed supplier for Best Western logo apparel, it is the member’s responsibility to ensure that brand identity standards, as specified in the then-current Global Brand Identity Manual, are met. A member may not grant authorization to produce clothing bearing the Best Western logo to a supplier for any property other than his or her own.

4. Clothing (including hats) with prominent logos other than Best Western, sayings, and/or bold illustrations are not acceptable.

5. Staff in each department (e.g., housekeeping, maintenance, front desk) must all wear substantially the same items (i.e., same style, color, pattern, items), no matter the selection of items from the acceptable attire list. For example, all front desk staff shall wear the same color, style, and length of pant, shirt, and jacket, if that is the uniform for the front desk.
   a. Resort locations may have theme-style uniforms, and attire may tastefully reflect local character. For example, an exception may be considered for blue jeans in a property with a rustic theme. However, all items must be the same for each department as noted above.
   b. Allowances will be made for:
      i. Climate-related additional items (such as sweaters and jackets); however, each department staff must all wear substantially the same items, as noted above.
      ii. Occasional, short-term special events (i.e., local sporting events, etc.); nonetheless, attire must be coordinated for all team members (e.g., pant, knee length skirt, blouse, tunic, vest, jackets, etc.) in the same department.
6. Exceptions to this policy may be made to accommodate religious practices or medical needs. Requests for such accommodations shall be directed to and determined by hotel management.

Acceptable attire is detailed by descriptor as follows.

**BEST WESTERN HOTELS**

**Executive Management and Ownership**
(General Manager, Front Office Manager, Director of Sales, Concierge, etc.)
Required: Dress or dress slacks, khakis, or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear of any type is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional).

**Front Desk**
Required: Dress or dress slacks, khakis, or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional). Vest is optional.

**Housekeeping**
Dress or khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, tunic or scrub top with contrasting piping. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable.

**Maintenance/Engineering**
Khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), coveralls, or overalls, with a shirt (must be microfiber or similar, cotton is not acceptable), oxford shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Scrub style tops are not acceptable.
**Restaurant / Breakfast Area Staff**
Dress or khakis, dress slacks, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, oxford shirt or chef coat and non-slip shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional, and cannot have non-Best Western logos. Scrub style tops are not acceptable.

Traditional kitchen attire is acceptable for back-of-the-house restaurant staff. Themed restaurant uniforms may be acceptable.

**BEST WESTERN PLUS HOTELS**

**Executive Management and Ownership**
*(General Manager, Front Office Manager, Director of Sales, Concierge, etc.)*
Required: Dress or dress slacks, khakis, or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear of any type is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional). Neck scarf is also optional.

**Front Desk**
Required: Dress or dress slacks, khakis, or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear (i.e., sneakers or sports-oriented sandals) is not acceptable.

Optional: Sport coat or business suit (tie optional). Vest and/or neck scarf is optional.

**Housekeeping**
Dress or khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable. Scrub style tops are not acceptable.
**Maintenance/Engineering**
Khakis, pull-on slacks (sweat pants or scrubs are not acceptable), coveralls, or overalls, with a polo shirt (must be microfiber or similar, cotton is not acceptable), oxford shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Scrub style tops are not acceptable.

**Restaurant / Breakfast Area Staff**
Dress or khakis, dress slacks, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, oxford shirt or chef coat and non-skid shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional, and cannot have non-Best Western logos. Scrub style tops are not acceptable.

Traditional kitchen attire is acceptable for back-of-the-house restaurant staff. Themed restaurant uniforms may be acceptable.

**BEST WESTERN PREMIER HOTELS**

**Executive Management and Ownership**
(General Manager, Front Office Manager, Director of Sales, Concierge, etc.)
Required: Dress or dress slacks, khakis, or skirt, with a dress shirt (long or short sleeve) or tunic-style shirt. Attire must include sport coat/jacket and tie or business suit. Athletic footwear (i.e., sneakers or sports-oriented sandals) is not acceptable.

Optional: Neck scarf.

**Front Desk**
Required: Dress or dress slacks, khakis, or skirt, with a dress shirt (long or short sleeve) or tunic-style shirt. Attire must include sport coat/jacket (tie optional) or business suit. Athletic footwear (i.e., sneakers or sports-oriented sandals) is not acceptable.

Optional: Vest and/or neck scarf.
**Housekeeping**
Dress or khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable. Scrub style tops are not acceptable.

**Maintenance/Engineering**
Khakis, pull-on slacks (sweat pants or scrub pants are not acceptable), coveralls, or overalls, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt, oxford shirt or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Scrub style tops are not acceptable.

**Restaurant / Breakfast Area Staff**
Dress or khakis, dress slacks, pull-on slacks (sweat pants or scrub pants are not acceptable), or skirt, with a polo shirt, camp shirt, oxford shirt or chef coat and non-skid shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional, and cannot have non-Best Western logos. Scrub style tops are not acceptable.

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## Uniform Program - Supplier List 2014

To purchase contact endorsed supplier listed below.

### IMPRINT PLUS, CAWLEY, Town & Country (Canada Only), Cintas, RB Apparel, Image Solutions, Winter People

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Contact</th>
<th>Email</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imprint Plus US &amp; Canada</td>
<td>Joanne Richards</td>
<td><a href="mailto:joanne.richards@imprintplus.com">joanne.richards@imprintplus.com</a></td>
<td>888.563.2464 Ext. 2001</td>
<td><a href="http://www.imprintplus.com">www.imprintplus.com</a></td>
</tr>
<tr>
<td>Cintas US &amp; Canada</td>
<td>Cindy McHugh</td>
<td><a href="mailto:MchughC@cintas.com">MchughC@cintas.com</a></td>
<td>800.864.3676 Ext. 41869</td>
<td><a href="http://www.cintas.com">www.cintas.com</a></td>
</tr>
<tr>
<td>RB Apparel US &amp; Canada</td>
<td>Peg Sanders</td>
<td><a href="mailto:psanders@rbapparel.com">psanders@rbapparel.com</a></td>
<td>800.866.1003</td>
<td><a href="http://www.rbapparel.com/bwlogoshop">www.rbapparel.com/bwlogoshop</a></td>
</tr>
<tr>
<td>Image Solutions - US</td>
<td>Haley Grimm</td>
<td><a href="mailto:haley@eimagesolutions.com">haley@eimagesolutions.com</a></td>
<td>888.756.9898</td>
<td><a href="http://www.mybestapparel.com">www.mybestapparel.com</a></td>
</tr>
<tr>
<td>Winter People - US</td>
<td>Sue Wilder</td>
<td><a href="mailto:swilder@winterpeople.com">swilder@winterpeople.com</a></td>
<td>800.552.6199 Ext. 6011</td>
<td><a href="http://www.winterpeoplesales.com/bestwestern">www.winterpeoplesales.com/bestwestern</a></td>
</tr>
<tr>
<td>Town &amp; Country Canada Only</td>
<td>Rae Downing</td>
<td><a href="mailto:rdowing@tcuniforms.com">rdowing@tcuniforms.com</a></td>
<td>1-800-361-0388</td>
<td><a href="http://www.tcuniforms.com">www.tcuniforms.com</a></td>
</tr>
<tr>
<td>Cawley - US</td>
<td>Missie Bakus</td>
<td><a href="mailto:missieb@thecawleyco.com">missieb@thecawleyco.com</a></td>
<td>800.822.9539</td>
<td><a href="http://www.thecawleyco.com">www.thecawleyco.com</a></td>
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