



DENNIS  
UNIFORM  
— since 1920 —



**Partnership Guide 2023-2024**  
*We make school uniforms easy.™*



# BEST IN CLASS

## WE ARE THE UNIFORM EXPERTS

Bringing signature products, heritage craftsmanship, unparalleled quality and service to our families and schools for more than 100 years.

## OUR MISSION

To make it easy for schools to design and maintain best-in-class uniform programs that meet their goals and values, while providing families with seamless shopping experiences for high-quality and comfortable uniform products that students deserve.







# Table of Contents

DENNIS Makes School Uniforms Easy	4
Company of Families	6
DENNIS by the Numbers	8
The DENNIS Difference	9
Partnering With DENNIS	10
Our Products	12
Our Guarantee	13
Shopping Online	14
Shopping in Stores	16
What Our Customers Say	18
Customer Support	19



# DENNIS Makes School Uniforms Easy



## BUILDING A STRONG FUTURE

In 2023 we launched the DENNIS Distribution Center in a spacious new facility in Fort Worth, Texas, where we'll have room to continue our growth and reach our evolving base of customers nationwide. With this industry-leading center, we look forward to expanding our partnerships with schools, communities and the families they serve.

### Product Updates

Our product development team is constantly working to incorporate new fabric technologies to our uniforms, creating garments with added wicking, anti-snag and anti-pilling properties, made from stronger, softer and more durable yarns.

### Service Expansion

We are dedicated to providing best-in-class service to our school families, offering personalized communication, up-to-date order information and thoughtful customer service and support. Now offering customer care associates located across the nation for customer convenience.

### Shopping Upgrades

We continue to add upgrades and innovations to our ecommerce platform, providing customized school webstores built to give families easy access to all the information they need for a successful shopping experience.

### Board Member Additions

We've expanded our board of directors! We've added two apparel industry veterans, Ann Doyle, former EVP of Merchandising at Old Navy; and Steve Fuller, former Chief Marketing Officer at L.L. Bean. Ann and Steve advise the larger DENNIS team on strategic product decisions alongside the rest of our experienced board.





BETTER TOGETHER



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## Company of Families

As a unified company, we make strategic partnerships to maintain the wealth of knowledge within our industry. We've brought our acquired companies' key staff members on board and honored their longstanding business relationships, which has allowed us to create a talented team to serve a customer base across the nation with the highest level of care.



### LAROSE SCHOOL UNIFORMS

joined DENNIS in 2007 after 29 years in business, bringing second-generation company leader Ivonne Larose on board as DENNIS' VP of New Business Development. Founded in 1978 by Ivonne's mother and father, Larose School Uniforms served the southeastern US, running three retail locations in Tennessee and Alabama. Two of their original stores are still in operation under DENNIS Uniform in Memphis and Nashville, along with additional southeastern locations in Birmingham and Huntsville, Alabama and Jackson, Mississippi. A true family business, Ivonne and four of her siblings worked for the company through the years along with most of their children.



#### 1920

We got our start in Portland, Oregon as a manufacturer of professional uniforms.

#### WWII

During the war, DENNIS supplied linens and apparel to military personnel shipping out of the Port of Portland.

#### 1947

After the war ended, we launched the first large-scale ready-to-wear school uniform operation, opening our first retail store and creating our first plaid that same year.

#### 1960s

We continued to expand our retail stores, offering dedicated locations and fitting expertise along with easily available uniforms.

#### 1990s

We launched our first website and began selling uniforms online.





## AA UNIFORM

became part of DENNIS in 2018 after 62 years in operation, bringing second-generation company leader Barbara Blanck to the team as VP of Sales. Founded in 1956 by Barbara's parents, AA Uniform flourished in Miami and the South Florida area through the '70s and '80s, serving the large number of Cuban families who immigrated to Miami and built parochial schools for their children and communities. AA continued to grow and successively surpassed all other local competition in the region year after year. Barbara and two of her sisters ran the business after their parents, and Barbara's niece continues to work with Miami DENNIS partnerships today.

## MILLS UNIFORM

joined the DENNIS family in 2022, after 75 years of successful business centered in California and Texas. Third-generation company leader Suzette Foley succeeded her mother and aunt in leading the company after their retirement and now serves on the DENNIS board of directors. Suzette continues to oversee the full integration of Mills and DENNIS as we embrace Mills' strong school partnerships and the wealth of industry expertise from the more than 40 key Mills team members who joined DENNIS during acquisition – a combined 300 years of additional uniform experience.



### 2007

We partnered with Larose School Uniforms, (founded 1978) – bringing Ivonne Larose, second-generation company leader, on board as DENNIS' VP of New Business Development.

### 2018

AA Uniforms (founded 1956) joined DENNIS, bringing Barbara Blanck, second-generation company leader, on board as DENNIS' VP of Sales.

### 2022

We partnered with two notable uniform companies: Mills Uniform (founded 1947) and Top Marks (founded 1986). Suzette Foley (third-generation company leader) joined the DENNIS board.

### TODAY

With 40+ retail stores nationwide and an online store open 24/7, we are the USA's #1 leading school uniform provider, outfitting over 500,000 students every year.



# 100 2,000

OVER 2,000 SUCCESSFUL  
SCHOOL PARTNERSHIPS

YEARS OF KNOWLEDGE AND EXPERIENCE DESIGNING,  
MANUFACTURING AND DELIVERING TOP-QUALITY APPAREL

## DENNIS by the Numbers

OVER 40 RETAIL STORES NATIONWIDE,  
STAFFED WITH UNIFORM EXPERTS

OVER 500,000 STUDENTS OUTFITTED IN  
GUARANTEED UNIFORMS EVERY DAY

# 40

# 500,000



# The DENNIS Difference

*Discover why over 2,000 schools choose DENNIS.*

Benefit	DENNIS	Your Provider
Custom School Web Stores	✓	
Easy Online Returns	✓	
Brick and Mortar Retail Stores	✓	
Centralized Shipping Facility	✓	
Contemporary Uniform Looks	✓	
Extensive Customizable Plaid Selection	✓	
Local Account Manager	✓	
Customer Accounts at dennisuniform.com	✓	
Many payment options, including installments	✓	



*Easy ordering and site organized very well. Found everything I needed and easy checkout process. —MATTHEW F.*



*The quality of their uniforms is exceptional for the price.  
—AISHA O.*

A woman with curly hair is sitting at a desk, talking on a black office phone. She is looking at a computer monitor that displays the DENNIS Uniform website. The website features a header with the DENNIS logo, a main image of a girl in a school uniform, and several sections with text and images, including 'How to Shop, Helpful Info & More', 'Your School's Uniform Details', and 'A Century of Expertise: We are the Uniform'. The desk also has a keyboard, a mouse, and a black office phone. A window is visible in the background.

# Partnering with DENNIS

As the nation's largest school uniform provider, we work hard to forge lasting partnerships with schools to realize their educational vision. With more than 100 years of experience in the uniform business and a school retention rate of over 99% every year, we build programs that work.

Our guiding principles begin and end with schools and families. Partnering with DENNIS guarantees best-in-class products and service - it's our promise to you.

## Supporting Your School

Here at DENNIS, we believe that no student should be turned away from school because they do not have a proper uniform. **We are proud of our annual contributions of over \$1,000,000 to our partner schools funding uniform assistance, including financial aid, scholarships, event sponsorship and so much more.**



# Consistent Service, All Year Long

*Interested in becoming a DENNIS Uniform school partner?  
We take care of every detail.*

## **First**

We meet to plan your school's uniform program. Colors, branding, choosing a plaid and digital logo art are all part of the customizing process. From top to bottom, our programs are designed for a perfect fit.

## **Next**

We'll review the program details for the upcoming school year to make sure it meets your expectations. You'll have a chance to sign off before we finalize our production. Then we'll manufacture custom items, decorate with logos and plan our inventory levels for the year. We'll have every student in uniform on the first day of school!

## **From Your First Year On**

We keep our school partners up to date through our locally based Customer Success Manager. Throughout the year, we'll check in to make sure your uniform needs are being met, and every fall we host a meeting to go over how the back-to-school season went to make adjustments and updates as needed, including adding new items. We work all year long to make school uniforms easy™!



# Committed to Quality

## Built to Last

Our team's mission is to make every DENNIS product durable and comfortable. From polos to plaids, pants to pullovers, every product is designed for maximum comfort, multi-wash tested for ultimate durability and backed by our 100% guarantee.

## Modern Classic

The most sought-after style in fashion, modern classic doesn't bother with fads. Instead, we focus on fresh, contemporary looks that still maintain the heritage of a traditional school uniform. Your favorite pieces have been refreshed for today! Easy fitting with simple lines and clean cuts, our carefully designed garments are always made to be comfortable, including many core pieces with stretch fabrics. DENNIS items are so durable that kids typically outgrow garments long before they wear out.

## Safety and Sustainability

At DENNIS, we ensure our supply chain partners meet the strictest standards of working conditions and fair labor practices. We are increasingly integrating solutions to reduce our footprint and our impact on local, national and global environments. All DENNIS-manufactured garments are free from harsh chemical finishes such as PFAS – we carefully follow all federal guidelines for health and safety to ensure the wellbeing of our community.

## Value for Families

We make sure we're providing school families fair prices for their uniforms. Parents can rest assured that our uniforms are offered at consistent prices all year long.







# Our Guarantee is Simple

DENNIS products are guaranteed to last an entire calendar year of normal wear and tear and are guaranteed against manufacturer defects for the life of the garment.

## Returns

Returns are easy! We accept items still in their uniform program within 90 days of purchase (unwashed, unworn, with original tags attached).

Customers can return items by mail or directly to stores.



# Industry Leaders in Ecommerce



Our customized online shopping platform provides families with the top-quality service they deserve.

## Customer Accounts

Shoppers can view order history, find tracking information, store their school(s) and more.

## Smart Shopping

Families can easily find their school's store, program requirements and guidelines.

## Transparent Pricing

Logos are included in garment pricing – no surprise charges.

## Quick Checkout

Check out securely and easily with many payment options.

## Centralized Fulfillment

Our new distribution center in Fort Worth, Texas is located on main national shipping lines, providing expedient delivery to families across the country.

## Interactive FAQ

Our Q&A database is full of helpful information for customers' questions. If parents need extra assistance, our Customer Care Center is available by phone, email or chat.







### **Sizing and Fit**

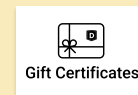
We understand the importance of a good fit. Our updated comprehensive size chart and helpful resources guide parents through the measuring process, ensuring the best fit for their student.

- Easy-to-read charts for all sizes – toddlers', girls', boys', juniors', adults' and more!
- Step-by-step video guides offered in English and Spanish

### **So Many Ways to Pay**

Busy families can choose from this list of secure and reliable payment options DENNIS gladly accepts:

- All major credit cards
- Gift certificates
- Apple Pay and Google Pay
- Shop Pay and Shop Pay Installments, our flexible payment option



# Easy Shopping at DENNIS Stores

40+ retail locations across the nation are fully staffed with uniform experts who know every school in the store and are ready to serve your school families with helpful guidance and direction. Customers love shopping in our retail stores!

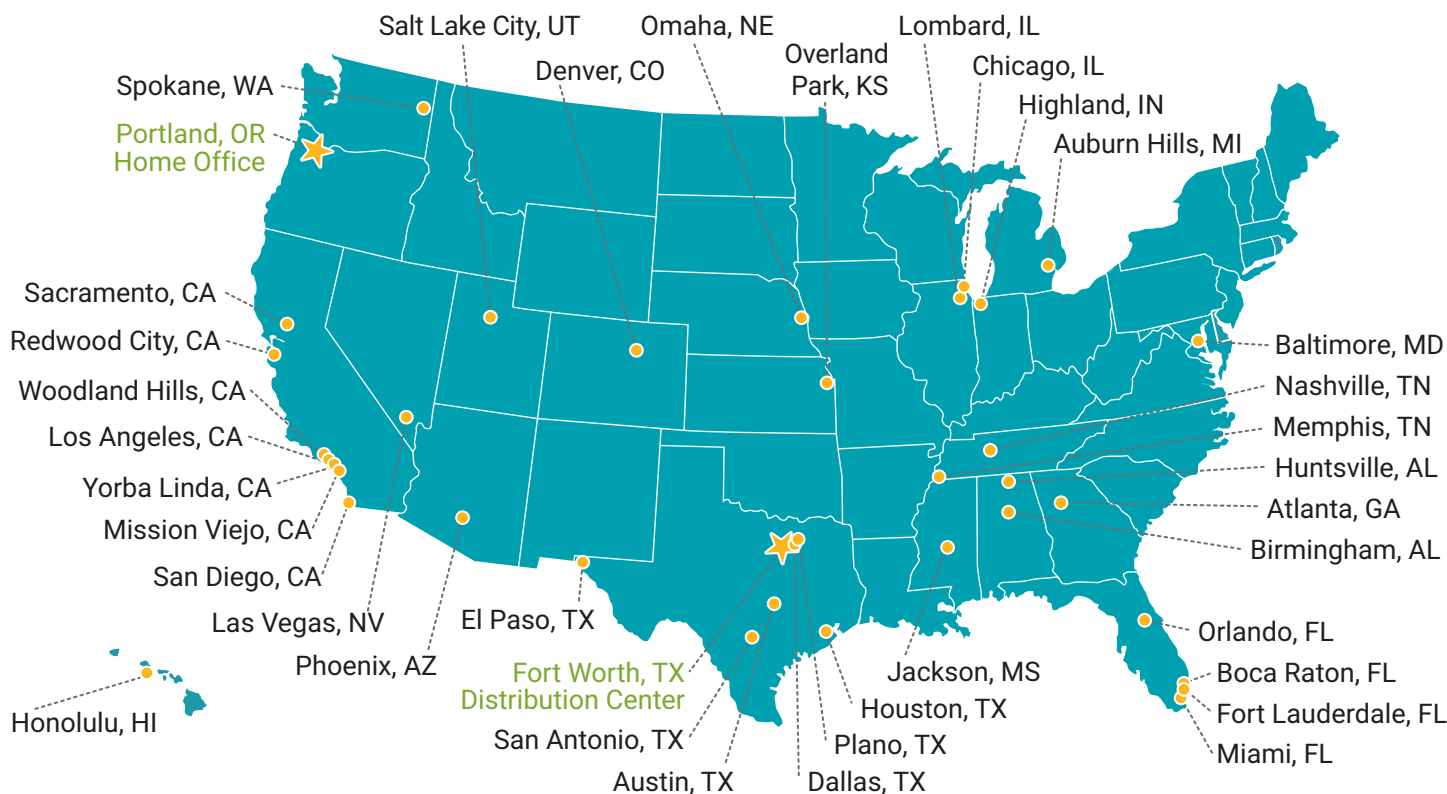
- Uniform items organized by school program
- Friendly, knowledgeable staff
- Multiple dressing rooms
- Store associates work with families to find the perfect fit
- In-store purchases sync with customer accounts via email addresses

**Extended store hours and additional staff available during the busy back-to-school season.**





# Over 40 Retail Locations Nationwide – and Growing!



## What Our Customers Say



*Fue muy rápida la atención y muy amable. —XOCHITL S.*



*I've been a DENNIS customer for about six years. Great quality clothing. Good customer service! —SHERRY E.*



*Second year ordering here, order ships quickly, website is easy to navigate, sizes are accurate. Clothes hold up well. —JODY H.*



*Always a great, stress-free experience! This store is always very well-organized and the staff is friendly and helpful. —SARAH F.*



# Support and Customer Care



On the phones, through email or chat, our Customer Care Center is a team of dedicated uniform experts ready to make uniform shopping easy. The summer back-to-school shopping season is a busy time for all, so we extend our call center hours and add more agents to help on the phones, email and online, maintaining the exceptional service that your school families expect. Nationwide care team associates available for customer convenience.

- Measuring and fitting assistance for parents
- Order placement by phone
- Extensive library of helpful FAQs offer guidance
- Sizing and shopping recommendations and so much more!



# DENNIS UNIFORM

[dennisuniform.com](https://dennisuniform.com) | 800.854.6951

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