

## **Sassy Scrubs Started Innovation In Scrub Uniforms**

*Sassy Scrubs changed the health care uniform industry with unique fabrics, scrubs in all sizes, and multiple choices in maternity wear.*

March 5, 2008 (FPRC) -- Nursing scrubs have not historically been identified with innovation. An upstart custom nursing scrubs company called Sassy Scrubs changed all that. They shook up the industry when the scrubs manufacturer was started nearly two decades ago as an alternative uniform choice for medical staff. Medical, dental and veterinary staff quickly discovered that they had other options at Sassy Scrubs beyond the boring solid color scrubs which were their only options in the uniform industry at that time. Company President, Karen Bradley, has been at the Sassy Scrubs helm since 2003. Under Karen's vision, the choices offered to all their custom medical uniform customers have grown exponentially. But the quality of the company's products and their exemplary customer service is still unchanged and outstanding.

Sassy Scrubs is located in a small rural town in Upstate New York, where each scrubs garment ordered is carefully cut and sewn individually. Their staff sews each piece from beginning to end so that each seamstress "owns" every garment she produces. The care shown for their customers is evident in the quality of each garment. Company President, Bradley states, "We make our garments as we'd want them made for ourselves. Good quality, attention to detail, and one piece at a time."

Sassy Scrubs was the first company to offer both cotton scrubs fabric and print designs in scrub uniforms and this has led to their long history of pleasing customers with their unique brand of innovative scrubs fashion. This new style of nursing uniform became a popular means to break the ice and help make the patient more comfortable. Sassy Scrubs was the first to recognize how to foster this caring attitude through their nursing scrubs.

Maternity Scrub wear is another important demographic for the company. Since they provide services for an overwhelmingly female profession, providing Maternity Scrubs was an important decision for the company. "Most scrub companies do not offer Maternity Scrubs at all, and if they do, they are often available in only five solid colors. We custom make Maternity Scrubs, again with many options, in the 1,400 fabrics we offer to every customer" declares Bradley. Sassy Scrubs has recently re-vamped their Maternity Scrubs Top, marrying the need for comfort with the new, tighter to the body maternity fashion. These changes extend the usefulness of the scrub top to the entire term of pregnancy as well as allow the customer to be fashionable and comfortable and perhaps even more importantly, professional, for a more "grown up" look.

With their team of specialized seamstresses, Sassy Scrubs goes above and beyond the usual range of customer care through their ability to offer free alterations to their scrubs customers. From a customer accidentally ordering pants too long, to altering scrubs for an entire office who lost weight, Sassy Scrubs offers expedited alterations of their nursing scrubs at no charge to the customer. The result is a customer who feels pampered, with unique and beautiful medical scrubs which fit well, and who happily returns to shop again.

Nurses needed more choices for their scrubs uniforms. Nurses wanted more variety. Sassy Scrubs recognized those needs for choices. They recognized that scrubs should be fun and comfortable, fashionable and personal. And, as a company whose success has come from many innovative

first-time ideas, Sassy Scrubs has continued to deliver.

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