

## **New Fabric Swatch Program Revolutionizes On-Line Purchasing of Medical Scrubs**

*Uniform manufacturer and e-tailer Sassy Scrubs announces their new Fabric Swatch Program. Matching scrub uniform colors to a specific dress code requirement prior to ordering is now possible. This unparalleled service is not seen elsewhere in the scrubs industry.*

July 18, 2011 (FPRC) -- Uniform manufacturer and e-tailer, Sassy Scrubs, recently announced their newest customer service feature – their Fabric Swatch Program. The Penn Yan, New York based Company now allows customers the opportunity to order a swatch of fabric before ordering nursing scrubs made from that fabric. “This gives our customers the chance to see and feel the exact fabric which interests them, before they order their garments”, states Sassy Scrubs President, Karen Bradley. “Since we have hundreds of fabrics from which our customers select their uniforms, and because many health care professionals need to abide by a color coded uniform system at work, it can be important for customers to match colors and feel textures, before ordering” Bradley adds.

This feature is unique to the uniform manufacturer’s website and offers an unparalleled service not seen elsewhere in the scrubs industry. Bradley states “We are the only scrubs company offering such a high service feature to our customers. Our customer base consists of various medical professionals and uniform buyers, and they simply cannot order a preview swatch of fabric from any other source, except Sassy Scrubs.” Sassy Scrubs has seen a sharp decline in the number of customer returns due to a color matching quandary. This enhanced customer service feature just may revolutionize the way that on-line shopping is done in the uniform industry.

To view the new Fabric Swatch Program at Sassy Scrubs, along with their full line of Custom Medical Scrubs, which are sewn in the United States, visit them at <http://www.sassyscrubs.com>.

### **Contact Information**

For more information contact Karen L Bradley of Sassy Scrubs (<http://www.sassyscrubs.com>)  
3155318013

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