

Sassy Scrubs Announces New Clearance Scrubs Outlet

The highly successful e-commerce company Sassy Scrubs announces their innovative Clearance Scrubs Outlet service, which provides nurses and doctors with a chance to purchase quality work-wear at a cost-conscious price. This new Outlet has become very attractive to scrubs buyers in today's economy, offering customers a great "try me" incentive.

October 7, 2011 (FPRC) -- Sassy Scrubs, a U.S. based manufacturer and e-tailer of custom nursing scrubs and hospital uniforms, recently unveiled a unique way for their customers to try Sassy Scrubs products at a reduced cost. The Company recently added a Clearance Scrubs Outlet to their website, <http://www.sassyscrubs.com>, making Sassy Scrubs products available to their customers at a fraction of their regular custom-made prices.

"Since we custom make all of our garments," states Sassy Scrubs President, Karen Bradley, "we reorder fabrics frequently, which means that we have many rolls and bolts of fabric on site. Often, we will have a few yards of fabric remaining on a roll, and a new roll will come into stock having been printed or dyed using a different dye lot than the previous roll of fabric. This can be problematic if a customer orders several garments from one particular color of fabric, as all of the garments must exactly match in color. Even a small graduation in color can be noticeable." Therefore, when it is time to begin using a new roll of fabric, the Company removes the end of the first roll from circulation and creates 'standard-stock' garments to add to their Clearance Scrubs Outlet. Since these "end of roll" garments are purchased by their customers as "ready-made" instead of being ordered using the Company's signature "custom made" garment process, they are available to consumers at a deeply discounted price.

Bradley states "We realized that this was a fresh and cost-effective way for our new customers to test our products and experience the exceptional quality and great fit we offer, with just a small investment. The customer gets the same quality garment and customer service we're known for, but not the custom-made options or cost." The Company is noticing that first-time buyers are selecting from their Clearance Scrubs Outlet and then returning to purchase again, designing their own custom made scrubs once they are certain of sizing and fit. "We're also finding that even our long-term customers are shopping in our Clearance Scrubs Outlet as an inexpensive way to add to their nursing scrubs wardrobes" says Bradley.

Some of the scrubs that customers will find in Sassy Scrubs' Clearance Scrubs Outlet include: Scrub Tops, Scrub Pants, Snap-Front Scrub Tops, Warm-Up Scrub Jackets, Surgical Caps, and Maternity Tops and Pants. Although these items are sold 'as is' and are not customizable, like the rest of Sassy Scrubs' items, they are steeply discounted and sold at a cost-conscious price, which is very attractive to scrubs buyers in today's economy, and offering a great "try me" incentive.

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