



## UniFirst Debuts Revolutionary MIMIX™ Line of Workwear in The Uniform Rental Catalog® for 2018

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### Company also shines a light on new Spotlight LX® collection of protective clothing

WILMINGTON, Mass., Feb. 05, 2018 (GLOBE NEWSWIRE) -- UniFirst Corporation (NYSE:UNF), a North American leader in providing innovative work uniform programs, corporate attire, and facility service products, is debuting a revolutionary new line of workwear called MIMIX™ in the company's newly issued 2018 uniform rental catalog. A cutting-edge uniform solution, MIMIX is scientifically designed to provide exceptional performance and true freedom of movement without sacrificing comfort.

Unlike ordinary stretch fabric garments, MIMIX work clothes feature strategically placed, science-backed, built-in flex panels that provide increased mobility and a comfortable fit where workers need it most. This allows wearers to bend, squat, and stretch all day long without anything holding them back.

"MIMIX is a breakthrough in workwear, engineered to mimic the way a person moves when they're performing on-the-job tasks to provide maximum mobility, along with the ultimate in comfort and durability," says Adam Soreff, director of marketing and communications for UniFirst. "There's really nothing else like it on the market today and we're extremely proud to feature it in UniFirst's brand-new 2018 uniform rental catalog and online offerings."

MIMIX comes on the heels of the company's success with the recent debut of Spotlight LX®, a collection of premier visibility safety garments manufactured by UniFirst that features varying levels of protection for off-road, roadway, traffic, public safety, and other workers.

Spotlight LX high visibility garments are ANSI compliant and feature UniFirst's popular UniWeave® stylings with moisture management and 3M™ Scotchlite™ reflective striping for 360-degree protection. Spotlight LX enhanced visibility apparel has similar garment features and reflective properties, but is designed for those workers in lower-risk environments who can still benefit from heightened visibility.

"The Spotlight LX collection includes high and enhanced visibility shirts, pants, jackets, and coveralls to help protect workers at various risk levels," says Soreff. "It offers business owners, managers, and workers effective solutions in protective clothing, specifically designed to help get workers seen by moving vehicles and provide a measure of on-the-job safety."

According to Soreff, the addition of both the MIMIX and Spotlight LX brands represents UniFirst's commitment to listening to customer needs and recognizing emerging market trends. "MIMIX and Spotlight LX complement UniFirst's existing uniform and workwear offerings, and will go a long way toward satisfying the needs of our existing and future customers," he says.

To view the collection of MIMIX apparel, visit: <https://rental.unifirst.com/collections/mimix>.

For more information on Spotlight LX, visit: <https://rental.unifirst.com/collections/spotlight-lx>

#### About UniFirst:

Headquartered in Wilmington, Mass., UniFirst Corporation (NYSE:UNF) is a North American leader in the supply and servicing of uniform and workwear programs, as well as the delivery of facility service programs. Together with its subsidiaries, the company also provides first aid and safety products, and manages specialized garment programs for the cleanroom and nuclear industries. UniFirst manufactures its own branded workwear, protective clothing, and floorcare products, and with 250 service locations, over 300,000 customer locations, and 14,000 employee Team Partners, the company outfits nearly 2 million workers each business day.

For more information, contact UniFirst at 800.455.7654 or visit [UniFirst.com](http://UniFirst.com).

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/3faab84e-876f-4378-a937-84cc8ab0979e>



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