

10/26/2006

Vol.: 34 / No. 42

Page: 50

D'nieto has new collection ready for 2007

By CB STAFF

D'nieto Uniforms Inc. is ready to show off its new 2007 uniform collection; General Manager Wanda de León is very excited about the prospects of the new carefree uniforms. "They are made of fabrics of the most excellent quality," she said. Moreover, de León explained, these can be washed at home. The new 2007 collection combines both classic and modern designs with the intention of satisfying a wide variety of businesses.

Besides the new collection, D'nieto also inaugurated a new showroom at its current San Juan office. "Our clients will be able to better appreciate the vast variety [of uniforms] that we have available," said de León.

De León said D'nieto's objective is to provide each client with the exclusive image that best suits its business. "We're also introducing a new line of hotel uniforms," said de León. "We're counting on great opportunities." She said there is a demand for this new line of uniforms and she knows D'nieto can fulfill clients' expectations in this area.

D'nieto is currently using the most advanced technology available to ensure the quality of service given to its clients. De León said the company has grown at an accelerated pace thanks to repeat business from banks and financial institutions, hospitals, major corporations, and hotels. D'nieto reported a growth rate of approximately 25% annually. It's de León's hope and expectation to oomph the company's distinction and recognition throughout the island.

De León has been with the company for five years and has been working in the uniform industry for about 11 years. She has a bachelor's degree from the University of Puerto Rico-Río Piedras. "I have studied and worked very hard to achieve success in this challenging career," she said. De León said her parents are her best example of hard work and perseverance. "They always taught us that honest work and morality are for sure the tools to becoming a successful human being," she said.