

FOR IMMEDIATE RELEASE:

ImageFIRST Introduces New Pink Patient Gown for Breast Cancer Awareness

King of Prussia, PA – September 28, 2015 – ImageFIRST Healthcare Laundry Specialists announced the launch of a new pink plush robe-style patient gown, the latest addition to their Comfort Care line, in honor of Breast Cancer Awareness month.

The new gown is lightweight and front-opening with a full cut to fit a variety of patients, featuring the same unique fabric as all Comfort Care patient gowns. It was designed specifically for women's health centers and services such as obstetrician and gynecology, breast imaging, oncology and more.

Additionally, ImageFIRST announced an introductory limited time offer: for every Pink Plush Robe-Style Gown rented in the month of October 2015, ImageFIRST will make a donation to the Susan G. Komen® foundation.

"We put our customers at the heart of our purpose, so we developed this gown in partnership with them," stated Bill Roberts, vice-president of sales. "We only service the healthcare industry, and we want to continue to support preventive health. Susan G. Komen is a great organization that has given a lot of attention to breast cancer awareness."

This is the first extension of ImageFIRST's innovative Comfort Care line launched in 2014. This exclusive line of premium patient gowns features a fabric that is unusually soft and warm, providing a uniquely cozy experience, and was developed in a pursuit to continuously improve patient satisfaction. In fact, if a facility who switches to the Comfort Care products doesn't improve patient perception of a healthcare facility by 50% compared to previous gowns, ImageFIRST promises to give one free month of service.

Medical facilities can sign up for ImageFIRST's rental and laundry services and request the new pink gown today.

About ImageFIRST Healthcare Laundry Specialists

Founded in 1967, ImageFIRST is the largest and fastest growing national linen rental and laundry service specializing in the medical market. ImageFIRST's 36 locations nationwide serve thousands of medical offices, providing linen, patient gowns, scrubs and more while helping to manage inventory. With a customer retention rate of over 95%, ImageFIRST is dedicated to improving patient satisfaction through quality linens and remarkable service. For more information about ImageFIRST, please visit www.imagefirst.com.

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