



MOUNTAIN KHAKIS® ANNOUNCES HEAD-TO-TOE UNIFORM PROGRAM

(Jackson Hole, WY – August 22, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces their new head-to-toe [Uniform Program](#).

With the arrival of their new [Original MountainTops](#) collection, [Mountain Khakis](#) has revamped their [Uniform Program](#) - formerly known as the 'RearGear Program' - to accommodate a complete head-to-toe MK apparel offering.

What better way to make a statement about your company or organization than by streamlining your team's appearance, while reflecting the character and authenticity of the outdoor lifestyle.

Whether a staff of five or five hundred, presentation is everything. Research indicates that within the first three seconds of an encounter, the first impression is made and is virtually irreversible. Attire should reflect the professionalism, character and culture of the company or organization the team member represents. And unified attire helps staff members feel part of the team, thereby increasing their confidence and performance while on the job.

The MK [Uniform Program](#) is a team apparel program available to companies and organizations choosing to streamline their team's on-duty appearance. The program is ideal for every type of workplace or event, from construction crews to breweries to restaurants to trade shows, the program is designed to outfit teams/crews/employees/volunteers with the rugged-yet-refined MK apparel collection.

According to [Mountain Khakis](#) National Sales Manager, Martin Wilkinson, "We are often approached by MK enthusiasts inquiring whether we offer a workplace uniform program. Perfect example from a recent inquiry, 'We are a roofing/construction company, and custom home builders, I currently work/live everyday in Mountain Khakis and would like to make them standard fare around here.' It's the perfect program for all sizes and types of businesses and organizations who want to look their best."

All styles in the [Mountain Khakis](#) collection are available to order through the MK [Uniform Program](#). A minimum opening order of ten units establishes an account, with a three-unit re-order minimum. It is a two-tier quantity-based program. MK reminds accounts that it is a seasonal program, and encourages a 6-month re-order cycle. Logo Customization is also available upon request.

For more information on the MK [Uniform Program](#), check out www.mountainkhakis.com/uniform or email uniform@mountainkhakis.com.

[About Mountain Khakis®](#)

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle apparel brand. Established in 2003, [Mountain Khakis](#) quickly became a staple in the wardrobe of everyone from ranch hands to golf pros, those who travel by jet, as well as those who travel by thumb. The [Mountain Khakis](#) brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life.

[Mountain Khakis®](#) • Built for the Mountain Life® • *Rise Above It™*

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