

For immediate release

Work Wear Industry Gears Up for Construction Industry Rebound in 2010

With housing starts expected to grow 11% in 2010, work wear industry forecasts modest, but welcome, sales increases.

October 29, 2009 - The nation's construction industry is expected to realize moderate gains in 2010, as construction starts in single-family homes, government funded projects, mixed use projects and apartments according to the much trusted and closely monitored McGraw-Hill Construction Forecast, released last Friday.

According to McGraw-Hill, starts are expected to grow by 11% to \$466.2 billion, led by increases in single-family starts. And those retailers and manufacturers who supply the construction industry with apparel for all these projects are prepared to fulfill any additional needs.

“The fact that the Gross domestic product was up 3.5% this last quarter of 2009, which contains significant housing growth, makes me think that the increase expected next year is certainly possible” commented Del Deide, president of AmericanWorkWear.US, a leading work wear ecommerce retailer. “And every expectation is that those of us who offer the best apparel brands to the industry should see modest growth as well (next year)”

The brands he is referring to – such as Carhartt, which is over 100 years old – have seen downturns before, and have stuck to the simple business philosophy of producing long lasting work wear and offering it at good values (through good times and bad).

“We'll keep doing what we do, selling the best brands at the best prices” continued Deide “and support our customers and the industry any way we can.”

With residential investment jumping at a rate of 23.4%, contributing to GDP for the first time since 2005, after declining 23.3% in the April through June period, Deide cant be the only industry participant looking forward to a potential rebound next year.

About AmericanWorkWear.us

For over 15 years, Whistle Workwear and its online division Americanworkwear.us, has been offering the largest selection and best prices on quality work wear, footwear, rainwear, flame resistant, and safety gear by leading brands such as Carhartt, Dickies, Caterpillar, Danner, Timberland, Helly Hansen, Grundens, Wolverine, Viking and more.

For more information visit www.AmericanWorkWear.us or contact info@AmericanWorkWear.us