

Today's American Worker is working hard - and demanding the same of their work clothes.

In today's economy, work wear manufacturers create new fabrics that are more durable, more protective and more comfortable.

November 20, 2009 – In today's economy, expectations on everyone are high. Work hard, make sure the customer is 100% satisfied, and create new ways to attract new customers at the same time. The same is true for those who provide tough clothes for our nations toughest people.

Work wear manufacturers, like Carhartt, Dickies and others, have built legendary reputations on creating die-hard, tough as nails clothes and have not rested on any laurels over the past few years. It is just the opposite.

"It's about getting the most for your money, that's for sure!" said industry expert Del Deide, and President of AmericanWorkWear.us "Expectations are high, and the industry has risen to the occasion by introducing more comfortable fabrics and fits, creating multi-risk protection garments, and really fast-tracking high tech moisture wicking layering developments."

Deide's comments even confirm an international trend, as seen recently at a tradeshow in Germany known for the annual introduction of the newest innovations in the industry. This year's shows focus narrowed on several obvious trends – improved comfort and protection.

"Denim is a good example" Del continued "It's always been a part of work wear, but we're seeing denim fabric with new features such as color fastness, stretch properties for comfort, and all sorts of new washes."

It only makes sense, especially when your clothes are just as much part of your jobs as your tools. So it seems that demands for new innovations, improvements in comfort, and new standards for fabric performance is as important today, as ever.

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