

# Welcome to Blue Generation

To our valued clients,

Milton Rubin came to America at the age of 16 with empty pockets and a big dream. In 1943, he started a company dedicated to the manufacture and import of quality working apparel. Over the years, his three sons, Don, Bob and Phil, would join him in creating M. Rubin & Sons. Today, Phil's son Eric serves as the third-generation president of Blue Generation, fulfilling the dream Milton had 73 years ago: To create a true family business.

Blue Generation stands for color, and you can see that in our clothing. We provide the most vibrant line of corporate and uniform apparel anywhere. Our clothing lines are designed to complement your business and your employees, which is why we offer more than 100 different color combinations, a wide range of sizing options, and matching men's and ladies' styles to make sure your entire team is coordinated from top to bottom. Our colorful collections are designed for every job, from the mailroom to the boardroom.



*Phil Rubin, CEO, and Eric Rubin, President.*

Customer service and satisfaction are at the heart of our work. We strive to bring a family touch to all aspects of our business, including every interaction you have with us. Our state-of-the-art bilingual customer service center is acclaimed industry-wide for experience and customer satisfaction. We also know how important it is that you receive products on time, and it is our goal is to maintain deep inventories at any cost to ensure you get the items you need, when you need them.

Blue Generation stands behind the integrity of our products, and are committed to holding our factories up to the highest ethical and compliant working conditions in every country in which we do business. Blue Generation adheres to the guidelines of the Consumer Product Safety Improvement Act (CPSIA) for all imported products.

We are very proud to continue Milton's vision today, providing the most colorful line of corporate and uniform apparel anywhere. Over the years, we have been honored to receive multiple industry honors, including having Blue Generation named as ASI's "Family Business of the Year," appearing on the Counselor Top 40 and Promo Marketing Top 50 lists, and being consistently ranked a 5-Star Supplier. We were also excited to have Eric named to ASI's Power 50 list. Most of all, we are proud to serve you, our customers. You are part of our family, and you make Milton's dream come true every day. From all of us at Blue Generation, thank you.

Sincerely,

A handwritten signature in black ink that reads "Phil + Eric".

Phil Rubin, CEO and Eric Rubin, President



## INDUSTRY ACHIEVEMENTS

