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## **MILLCARE RECOGNIZED WITH REBRAND 100 “BEST OF” AWARD**

**LaGRANGE, Ga., June 20, 2006** – MilliCare, the nation’s leading provider of commercial textile and carpet care, is one of only five organizations to receive the prestigious “Best Of” distinction in the 2006 ReBrand 100™ Global Awards, the world’s most comprehensive competition recognizing the repositioning, revitalizing and redesign of existing brands.

The 20-year-old company, a business unit of global textile and chemical manufacturer Milliken & Co., initiated a comprehensive retooling of its brand in 2004, in partnership with renowned branding firm The Moderns. Central to the effort was a research-driven strategy to leverage MilliCare’s healthy, sustainable approach to commercial carpet and textile maintenance.

“Our proprietary, in-depth research model identified a growing interest among corporate decision-makers in products and services that enhance employee productivity and corporate reputation by creating a safer, more environmentally friendly work environment,” said Janine James, founder and president of The Moderns. “Our rebranding efforts placed MilliCare at the forefront of this emerging trend, which in turn has significantly increased business opportunities for the company and its global network of 80-plus franchise partners.”

The campaign included a complete overhaul of the company’s imagery and vocabulary, including a new logo, signage, print collateral, presentation materials, website redesign and packaging. The Moderns even arranged for MilliCare to sponsor the publication of Melcher Media’s *Green Clean*, a breakthrough book on sustainable cleaning methods.

“MilliCare is thrilled to be recognized with this award for the launch of our new brand,” said Michael McDonald, business manager for MilliCare. “More importantly, we’re thrilled with the results of our efforts to create a more meaningful connection with organizations seeking operational and environmental improvements by adopting best-in-class practices in sustainable maintenance.”

ReBrand award winners in 2006 came from 18 countries and were divided into four categories: Notable, Merit, Distinction and Best Of. Other Best Of award winners this year were Neenah Paper, The New School, The Prostate Cancer Foundation and Swiss Life.

### **About ReBrand 100**

ReBrand 100 ([www.rebrand.com](http://www.rebrand.com)) is the first international awards competition established to recognize the world's 100 most effective rebrands each year. Contestants were carefully reviewed by an international jury of 10 industry experts including leaders from Hasbro, Reebok, Herman Miller, Future Brand, RDW Group and Meta Design. Assessment criteria included:

1. Clear transformation for the better in meeting the strategic objectives
2. Solution exceeded expectations and/or incorporated an element of surprise
3. The rebrand spurred an emotional connection for the target audience
4. The rebrand was intelligently executed with evidence that it could be implemented across the organization, or a specific unit of the brand

### **About MilliCare**

Headquartered in La Grange, Ga., MilliCare provides textile and carpet cleaning services internationally for corporate facilities, hotels, casinos, healthcare, government agencies, airports, convention centers and assembly space, education facilities and other public places. MilliCare provides facility managers with the products, services and consultation support they need to implement long-term maintenance plans that enhance commercial space brand impression, improve operational efficiencies and prolong the life-cycles of textiles and carpet. The company’s global network of more than 80 franchise partners consists of an integrated team of cleaning, manufacturing, retailing and other business professionals. For more information, please visit [www.millicare.com](http://www.millicare.com).