



## **Lindström Award inspires designers of the future**

As co-sponsor of the prestigious Lindström Award, Klopman International is delighted to congratulate this year's winners – team October from the University of Industrial Arts, Helsinki. This coveted award is given in a corporate clothing design competition organised by Helsinki-based Lindström Group, one of Europe's leading textile service companies, and it attracted entries from clothing design students at universities in Great Britain, Germany, Hungary and Finland.

The brief was to create a range of corporate image clothing for Sodexho Oy, the Finnish subsidiary of the international leader in food and facilities management services. New garments were required for managers, chefs and kitchen assistants, transport personnel and cleaners as well as for personnel during pregnancy.

The standard of entries was very high, with many of the projects using crisp colours in prototypes that were carefully detailed and made-up. Overall the entries demonstrated an understanding of garment functionality and essential factors such as comfort, protection and practicality. All teams showed great attention to detail, and complemented their collections with a colourful range of accessories, including headwear, ties and scarves.

However, the winning design from team October expressed Sodexho's corporate image exceptionally well, incorporating the corporate colours and garment details in a stylish and fashionable way. This made the team the unquestionable favourite, with the decision of the judging panel being almost unanimous.

Klopman supplied the students with advice and guidance on fabric suitability as well as an extensive range of specialised fabrics and supporting materials. In addition, Giuseppe Rodinò, President and CEO of Klopman International, was asked to join the panel of judges which included Kirsti Paakkanen from Marimekko, Managing Director Kirsi Aaltio from Sodexho Oy, Jukka Roiha, President and CEO of Lindström Group and Professor Ann Merete Orth from Danmarks Designskole.

As Giuseppe Rodinò commented: "The students of today are the designers of tomorrow and their creativity undoubtedly helps maintain the profile of European corporatewear as an exciting, thriving and forward-looking industry. Klopman is delighted to have been involved again in such a worthwhile and important competition.

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## Lindström

Lindström is a global B-to-B partner that improves its customers' appearance and image by means of textiles and cleanliness. Lindström is the market leader in textile services in Finland and one of the leading textile service companies in Europe. The Group consists of the parent company in Finland and subsidiaries in 14 countries: China, Czech Republic, Estonia, Germany, Great Britain, Hungary, Latvia, Lithuania, Poland, Romania, Russia, Slovakia, Slovenia, and Sweden. Lindström employs 1700 people and its estimated turnover for 2006 is 200 million euros.

For further information on Lindström or Lindström Award, please visit [www.lindstromgroup.com](http://www.lindstromgroup.com) or contact Kati Lehtikari, Manager, Corporate Communications, Lindström Group Tel +358 (0) 40 0 922615 Fax +358 (0) 20 111 601