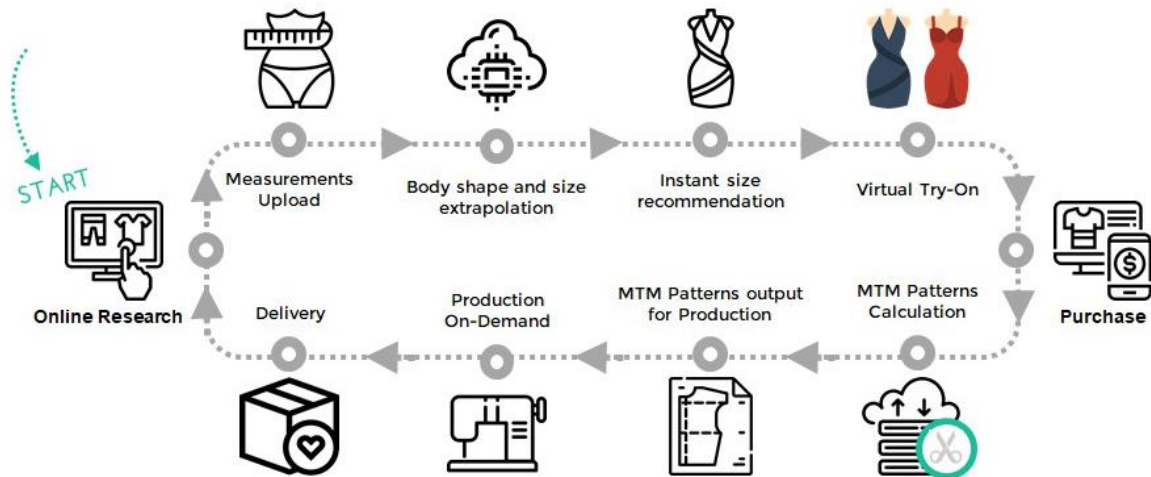


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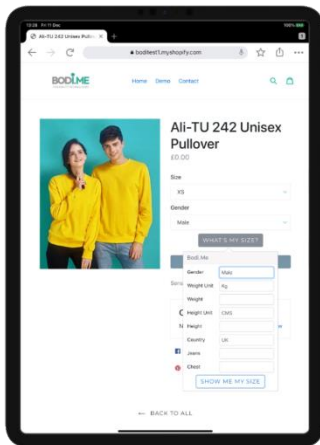
Bodi.Me Introduces Revolutionary Sustainable Uniform Fit Technology to the U.S. Healthcare Uniform Industry

Bodi.Me brings innovative sizing solutions with real cost savings to the healthcare industry in the American Market.



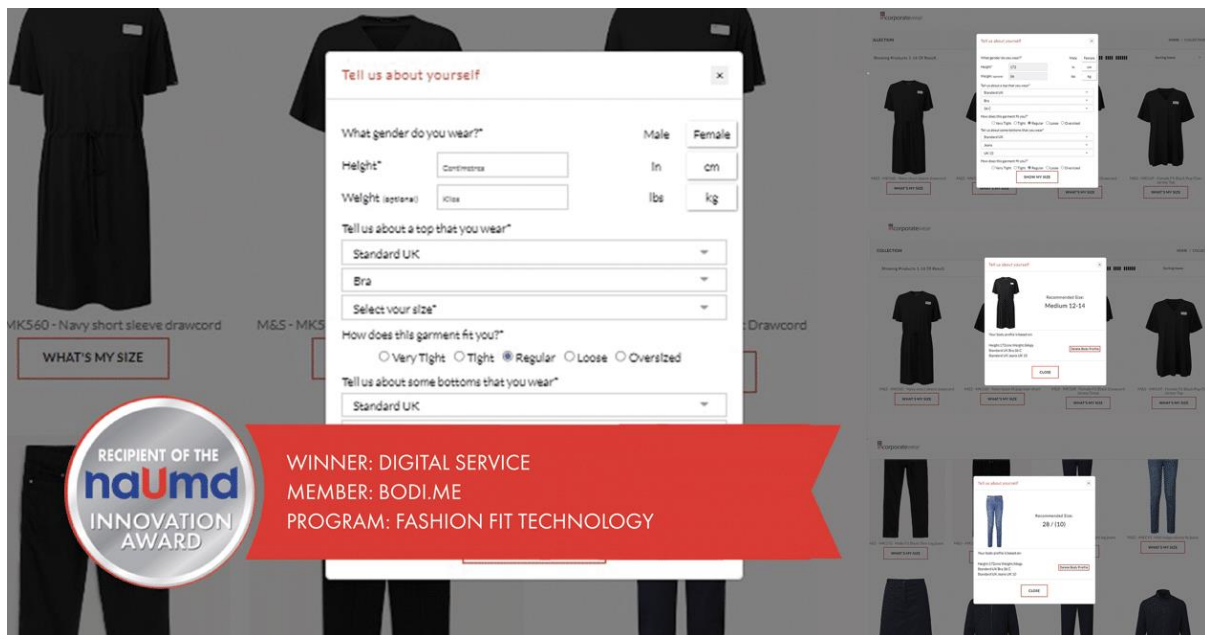
London, United Kingdom (September 2024) - [Bodi.Me](https://www.bodi.me), a leader in innovative Sustainable Fashion Fit Technology, is excited to announce its expansion into the U.S. healthcare uniform market. With skyrocketing administrative costs in the healthcare sector, priorities for 2024 and beyond include reducing expenses, streamlining administrative processes, while also improving access to care and dealing with a shortage of skilled workers and clinicians. Health care organizations are increasingly turning to technology to manage costs, care, and administration. As part of the streamlining process, the healthcare uniform sector is turning to technologies that offer greater sustainability and offer workers more input in the size and fit of their uniforms. Bodi.Me, currently working with healthcare companies globally, is poised to be the most cost effective, sustainable, and efficient uniform size and fit platform in this growing industry. Offering hospitals, private healthcare facilities, and related healthcare markets such as assisted living and private nursing, a significant reduction in cost of returns and shipping, while enhancing the sizing and purchasing experience in an efficient and rapid time frame.

Bodi.Me was recently honored with the [NAUMD Innovation Award](#) in the Digital Service category for its Fashion Fit Technology at the 2024 NAUMD Convention and Exposition held in Daytona Beach, FL. The award celebrates Bodi.Me's collaboration with Incorporatewear and Mark and Spencer (M&S), showcasing their transformative approach to the inclusive uniform industry. Bodi.Me has been a pioneer in clothing size and fit optimization with a focus on workwear and uniforms in Europe and is set to bring its innovative technology to American healthcare uniform companies, reducing returns, optimizing stock levels, and helping businesses focus production on the sizes that sell.



Since its inception in 2013 by Lara Mazzoni and partners, Bodi.Me has been at the forefront of solving the garment industry’s fit problem through advanced technology and sustainable practices. Its flagship product, [Size-Me](#), leverages AI and proprietary algorithms to provide precise fit recommendations from a few simple measurements, significantly reducing return rates by up to 80 percent and optimizing inventory. The Size-Me tool integrates seamlessly with customer systems, using AI and machine learning to provide instant, personalized size recommendations for healthcare uniforms, such as medical scrubs, nursing uniforms, and lab coats. This technology has earned numerous accolades in Europe, including the Best Business

Leader in Digital Transformation 2023 (Business Awards UK) and the Best Application of Innovative Technology (PCIAW® Awards 2022).



Bodi.Me’s commitment to sustainability aligns perfectly with current industry needs. The fashion and uniform industry is under immense pressure to reduce its environmental footprint, with a significant portion of unused uniforms ending up in landfills. By ensuring accurate sizing from the outset, Bodi.Me’s technology helps prevent overproduction and minimize waste. Bodi.Me customers have seen over 80 percent reduction* in return rates due to Size-Me’s precise fit recommendations, as well as a 50:1 minimum ROI. For every \$2 invested, businesses have saved \$128, demonstrating significant cost efficiency. To date, Bodi.Me has successfully sized and delivered nearly a million garments to 100,000 wearers.

The global uniforms and workwear market, valued at \$79,640 million in 2020, is expected to grow to \$104,560 million by 2027. According to a recent [Fortune Business Insights article](#), the global medical

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clothing market size was \$109.50 billion in 2023 and is projected to grow from \$115.24 billion in 2024 to \$187.53 billion by 2032. Bodi.Me's entry into the U.S. market is poised to make a substantial impact, offering innovative solutions to enhance healthcare uniform provision across various sectors. This marks a significant milestone in Bodi.Me's mission to revolutionize the healthcare uniform and workwear industry.

Size-Me is an award-winning, ready-to-deploy size recommendation solution that not only seamlessly aligns with sustainability and inclusivity principles, but also offers a highly customizable framework for clients, allowing them to achieve their individual business and sustainability goals. Find out more about Bodi.Me and Size-ME at <https://bodi.me/>.

To learn more about Bodi.Me, visit www.bodi.me or read about its customers' successes [here](#). Fill out a [form](#) to arrange a demo of the Size-Me solution. Follow Bodi.Me on [Instagram](#) or [LinkedIn](#).

Reference:

* Fashion ecommerce industry average for consumer returns = 45% | Industry average for workwear returns = 12%

Size-Me and Bodi.ME Awards:

- Innovation Award, Digital Services Category, Fashion Fit Technology Program - NAUMD 2024
- Winner of the Transformative Technology, PCIAW® Awards 2023
- Winner Best Business Leader in Digital Transformation 2023 – Business Awards UK
- Winner of the Best Application of Innovative Technology, PCIAW Awards 2022
- Selected as top 99 London Tech Startups 2022 -Best Startup Magazine
- Best IT Innovation, PCIAW Awards 2021
- Best Newcomer, PCIAW Awards 2021

About Bodi.Me:

Bodi.Me is a UK-based SaaS company founded in 2013 by Lara Mazzoni and partners. In 2014 launched the first Size and Fit recommendation software, with the mission to help solve the garment industry's fit problem and promote better sustainability within the industry. Helping wearers select the best fit through fast and accurate size recommendation tools can reduce returns, optimize stock levels, and help businesses focus production on the sizes that sell.

Bodi.Me has been a pioneer in clothing size and fit optimization since 2014 with a (but not exclusive) focus on workwear and uniforms.

Bodi.Me's Size-Me tool integrates with customer systems and matches wearers to the right size garment from the customer's range via Bodi.Me's AI and proprietary technology. From just a handful of basic measurements, Size-Me extrapolates a complete body profile to provide instant size recommendations personalized to each wearer. Size-Me is uniquely customizable and adapts to each customer's needs.