

FOR IMMEDIATE RELEASE

UNO (Uniforms Number One) and Barons Marketing and Promotions Join Forces to Create the Ultimate Branding Solution: **UNO/Baron**

Fort Lauderdale, Florida March 14, 2023 – **UNO, Uniforms Number One**, a leader in the uniform industry, and **Baron Marketing and Promotions**, a top promotions product company, are excited to announce their merger to form a new, powerful entity: **UNO/Baron**. This strategic partnership brings together two renowned companies, combining their expertise and resources to provide clients with a comprehensive, one-stop-shop for all uniform and branding needs.

UNO, an industry leader for over 20 years in providing high-quality uniforms for businesses and organizations across various sectors, including healthcare, cruise, restaurant and resort hospitality, and retail. With a reputation for exceptional customer service and superior product quality, UNO has helped countless clients project a professional and cohesive brand image from famous brands such as Carnival Cruise Lines, and Royal Caribbean International.

Baron, a promotions product powerhouse, has been transforming businesses' marketing efforts by offering a wide range of promotional products, such as customized apparel, accessories, and other branded merchandise. Baron's focus on creative solutions and innovative marketing strategies has enabled them to become a trusted partner for businesses looking to increase brand visibility and enhance customer engagement. Baron Promotions and Marketing customer line up, just to name a few include well-known Restaurants such as Pollo Tropical, Top International resorts such as: The Atlantis in Nassau in the Bahamas, and Educational Institutions such as Nova Southeast University of which Baron was recently presented with the prestigious "Community Partner of the Year," an award given to only top service providers.

The merger of UNO and Baron to form **UNO/Baron** signifies a new chapter in the uniform and branding industry. By combining the best of both worlds, **UNO/Baron** will offer clients an unparalleled suite of services – from custom-designed uniforms to innovative promotional products, all under one roof.

The new **UNO/Baron** constructive collaboration will enable the company to offer an enhanced, seamless experience for clients. The merger will also facilitate greater collaboration, enabling the team to deliver innovative solutions tailored to each client's unique needs. This dynamic partnership will empower businesses to highlight their

brands more effectively than ever before, fostering growth and success in the competitive marketplace.

"We are thrilled to join the forces of UNO and Baron and create a branding powerhouse in **UNO/Baron**," said Robert Upchurch, CEO/ President of CTI Group Worldwide Services Inc, the parent company of UNO/Baron. "This merger will enable us to provide our clients with an even more comprehensive range of services, ensuring that their branding and uniform needs are met efficiently and effectively."

Mark Macaruso, Director of Operations, will lead the merger and operations for both brands commented: "By merging UNO and Barons we are confident that our clients will benefit from the incredible synergy of our combined expertise. We look forward to working together to create innovative branding solutions that will drive our clients' success."

For more information on **UNO/Baron** and its range of services, please visit **UNO-Baron.com** or contact Mark Macaruso at Mark.Macaruso@cti-usa.com

About **UNO/Baron**: UNO/Baron is a leading provider of custom uniforms and promotional products, offering businesses a comprehensive, one-stop-shop solution for all their branding needs. With a commitment to quality, innovation, and customer satisfaction, UNO/Baron helps clients achieve a cohesive brand identity, fostering growth and success in today's competitive marketplace.

Media Contact: Mark Macaruso, Director of Operations, 954-568-5900
Mark.Macaruso@cti-usa.com