

# Welcome to DENNIS

*We're excited to be your uniform partner!*

## About DENNIS

For over 100 years, we've built our reputation as the true uniform experts — designing, manufacturing and delivering best-in-class uniforms and uniform programs for families and schools across the nation.

## Our Guarantee is Simple.

DENNIS products are guaranteed to last an entire school year of normal wear and tear and guaranteed against manufacturer defects for the life of the garment.

## Expect Quality

We consistently inspect and refine our products, evaluating our fabrics for the quality, comfort and durability that active students need and parents expect.

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## Get prepared for back to school with our shopping guide:

- Easy Ways to Shop with DENNIS
- Welcome to Shopping Online
- Your Payment Options
- Help & Answers at Your Fingertips
- Get the Perfect Fit the First Time
- Printable Kids' Shoe Measuring Guide
- Printable Recommended Shopping List

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## Getting started online is easy:

### SAVE YOUR SCHOOL CODE

Knowing your DENNIS Uniform school code is a great way to simplify your shopping. When your school webstore is live, head to [dennisuniform.com](http://dennisuniform.com) and type in the full name of your school in the search bar. You'll see your school's code in the search result and at the top of your school's uniform webstore!

### CREATE AN ACCOUNT

Faster Checkout, Order History, Tracking and so much more!

- Click "Log In" on the top of the page from anywhere on [dennisuniform.com](http://dennisuniform.com)
- Click "Create Account" and enter your name, email and a unique password
- Click "Edit Account Info" – store your shipping address and school(s)

**We Make It Easy** - In store purchases are synched with your online account – view all your purchases anytime!

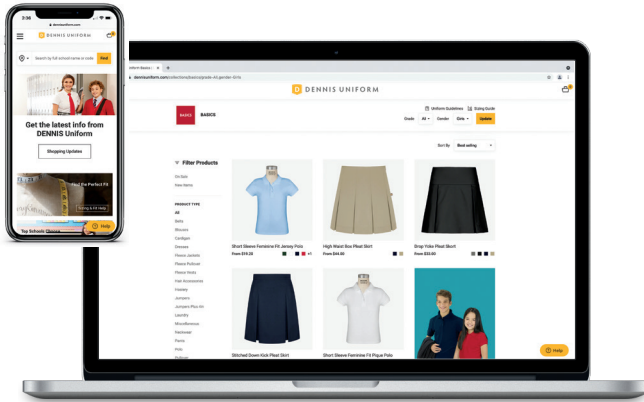
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It is our privilege to serve your uniform needs.

*DENNIS makes school uniforms easy.™*



# Easy Ways to Shop with DENNIS



## Online: [dennisuniform.com](http://dennisuniform.com)

- Smart school search & easy navigation
- Shop your school's uniform program 24/7
- Complete size charts
- Fast, easy and secure checkout
- More ways to pay than any other uniform provider
- Live chat with customer service
- Interactive FAQ

*"Ordered uniforms online - the process was simple and took only a few minutes! 5 stars, start to finish!"*  
– Victor

## In Store: 35+ Retail Locations Nationwide

Check our website for current locations and hours

- Clean, organized retail space
- Local school uniforms
- Friendly, knowledgeable staff
- Multiple dressing rooms
- Personal fitting assistance

Additional store hours & staff during the back-to-school shopping season.

*"So impressed - this store blew me away. The staff was so knowledgeable about what our options were and even knew all about the fabric types and sizing! We look forward to coming back."*  
– Kristen

## Customer Care Center: Total Support

- Order custom sizes
- Get virtual fitting assistance
- Get recommendations from uniform experts
- Place uniform orders and so much more.

Available via Live Chat on [dennisuniform.com](http://dennisuniform.com) and phones Monday – Friday, 7:30am – 3:30pm Pacific Time. Email [customerservice@dennisuniform.com](mailto:customerservice@dennisuniform.com) anytime! Extended service hours & additional staff on hand during the back-to-school shopping season.

*"I had a couple of questions so I called in before placing my order. The customer service representatives I talked to were very helpful and made ordering so simple!"*  
– Amanda



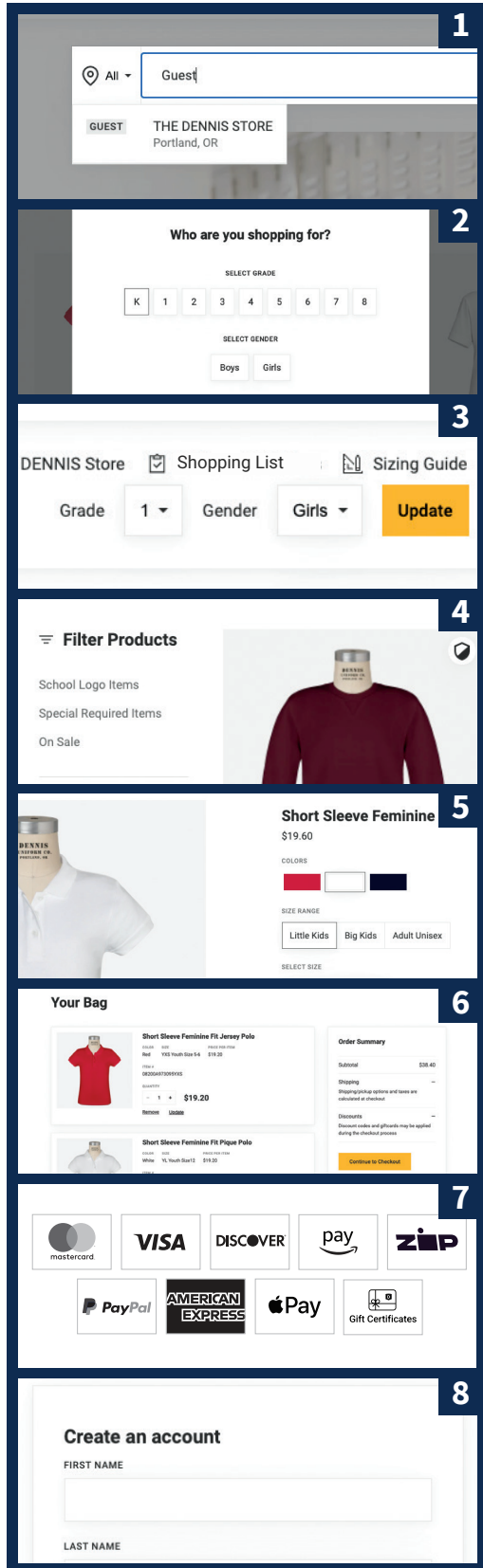
Explore our website: visit [dennisuniform.com](http://dennisuniform.com)



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Call: (800) 854-6951

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## Welcome to Shopping Online

Visit [www.dennisuniform.com](http://www.dennisuniform.com) to get started

### Start by searching for your school!

Type in your school name. If you don't see it right away, add the state for a more specific search. It's also helpful to remember your school code, which is located next to the name.

### Next, select the grade & gender of your student.

### Here, you'll see the uniform program for your student.

If you're not sure what items to start with, see the shopping list at the top of the page.

### You can also sort items or filter by the product type on the left side of the page.



### Click on any product to view details.

Select the color and the size you need. Size Charts are available to help you get the perfect fit! When you're ready, click "Add to Bag". You can return to the store to continue shopping.

### Ready to Check Out? Great!

Review your bag to ensure the items, quantities, colors and sizes are correct! Click "Continue to Checkout".

### Add your shipping & billing info

Pay using one of our many convenient options. You'll receive a confirmation email and an email when your order has shipped.

### Make Uniform Shopping Even Easier – Create an Account!

- Securely Store Your Shipping Address & Payment Information
- Store Your School for Quick Access
- View Your Order History, Get Tracking Status & more

### Need More Help?

Visit [dennisuniform.com/pages/shopping-updates](http://dennisuniform.com/pages/shopping-updates) for more.



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## Your Payment Options

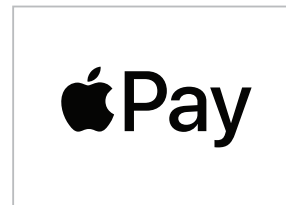
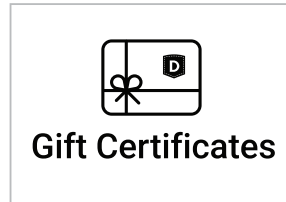
*DENNIS makes school uniforms easy™ one transaction at a time.*

### So Many Ways to Pay

Busy families can choose from this list of secure and reliable payment options.

### DENNIS Gladly Accepts:

- All Major Credit Cards
- Gift Certificates
- Express Payment Options, including: Amazon Pay, PayPal & Apple Pay for FAST Checkout



## Introducing Zip (formerly known as Quadpay)

### Buy Now, Pay Over Time from Anywhere!

With Zip, DENNIS offers families a convenient way to get the school uniforms they need now and pay over four installments. Zip is also available in stores!

### Here's how it works:

- Select Zip at checkout - Use your debit or credit card!
- Your order is split into 4 installments paid over 6 weeks, charged from your linked debit or credit card. It's that simple! No APR, no hidden fees - just transparent pricing.

Buy now,  
pay later.

Split your purchase into  
4 installments over 6 weeks.



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## Help & Answers at Your Fingertips



### Have a question about...

- Shopping Online?
- Shopping In Stores?
- Products?
- Returns?
- Sizing & Fit?

#### **FAQ has the Answers.**

Visit: [help.dennisuniform.com](http://help.dennisuniform.com)

#### **Latest News & Helpful Insights:**

Stay Up to Date!

Check Out: [dennisuniform.com/shoppingupdates](http://dennisuniform.com/shoppingupdates)



### Superior Quality, Guaranteed.

We stand behind the quality of every item in our product line! DENNIS items are guaranteed to withstand one calendar year of normal wear-and-tear from the date of purchase. We also guarantee every item against manufacturer defects for the lifetime of the garment.



### Hassle-Free Returns

**Need to Return?** No problem! Our Policy: If it's still in the uniform program, we are happy to accept any item in its original condition (unwashed and unworn) within 90 days of purchase.

#### **Online Returns Center Makes It Easy**

Our simple return process guides customers every step of the way. Just enter the order number, shipping zip code and select the items to be returned – it's that easy. Get Started: [returns.dennisuniform.com](http://returns.dennisuniform.com)

#### **In Store Returns**

Families can make returns at our 35+ DENNIS retail stores! All we need are the return items along with the receipt or packing slip. No receipt or packing slip? Find it again under My Account on our website.

Explore our website: visit [dennisuniform.com](http://dennisuniform.com)



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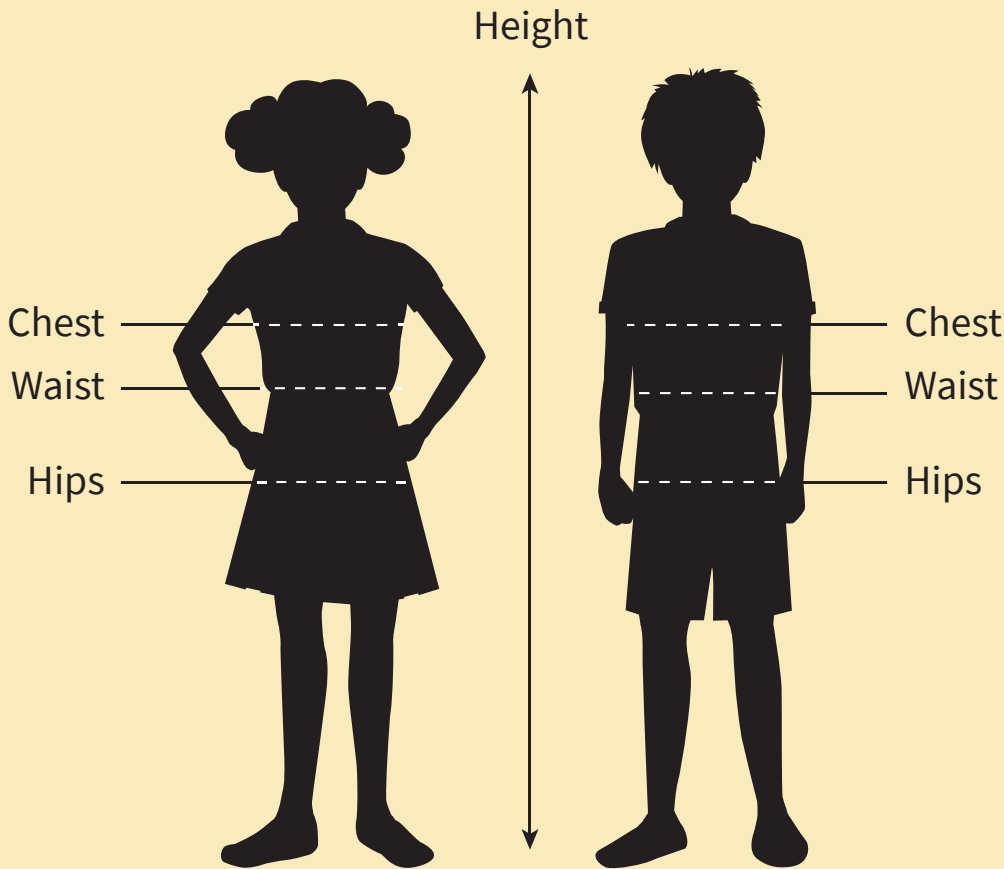
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# Get the Perfect Fit the First Time

*Sizing & Fit Tips and Tricks*

## How to Accurately Measure Your Child



### YOU WILL NEED:



Record the measurements as you go

### Use a flexible measuring tape:

1. **Measure Height:** Stand tall (without shoes) and measure from top of head to floor.
2. **Measure Chest:** Measure at the fullest part in inches.
3. **Measure Waist:** Measure at the narrowest part in inches.
4. **Measure Weight:** In pounds.

### Tips & Tricks:

- Don't measure over clothing.
- Student should be wearing undergarments, with no shoes.
- Measuring tape or string should be snug but not tight.
- Be sure to record your student's measurements as you go!

Use the size charts at [dennisuniform.com/sizing](https://dennisuniform.com/sizing) to find the perfect fit for any item!  
Between sizes? Order a size up to ensure the best, longest-lasting fit.



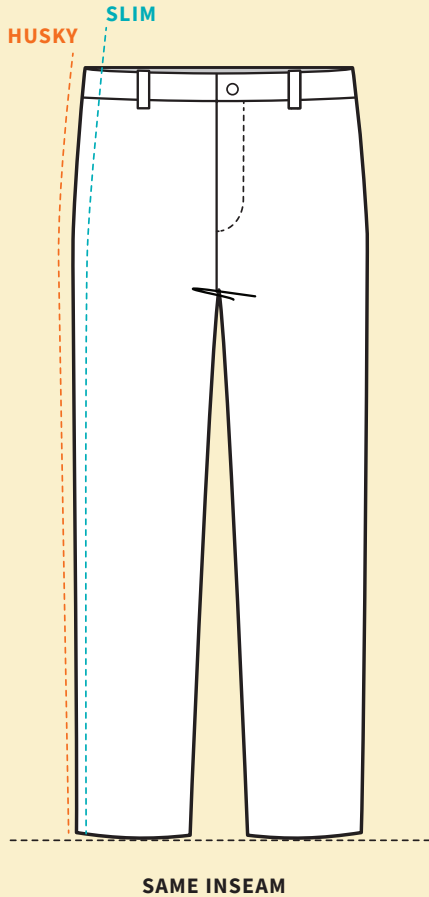
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# Get the Perfect Fit the First Time

*Sizing & Fit Tips and Tricks Continued*

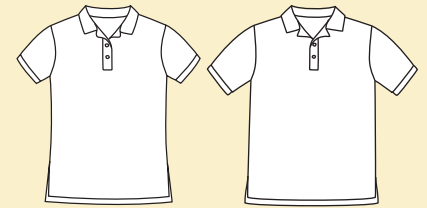


## Slim, Regular, Husky – Which one do I need?

**Slim:** The main difference between regular fit and slim fit is how close the garment fits to the body. While not restrictive, slim fit is narrower and has a more tailored fit in the thigh and waist area in the pants. If your child is on the slender side, slim fit may be just the perfect option for a tidy look.

**Husky:** Husky pants offer a more spacious fit throughout the waist, hips and thighs for growing kids who need a little extra room. The pants have a larger waist measurement and are wider throughout the thigh and leg, but have the same inseam measurement as regular-length pants.

If your child doesn't fall into either of these categories, the **Regular** fit should work perfectly. For most DENNIS uniform items, it's typically better to size up for a longer-lasting and more comfortable fit! See individual size charts at [dennisuniform.com/sizing](http://dennisuniform.com/sizing) for more details.



**Feminine Fit**

**Unisex Fit**

## POLOS: Feminine Fit vs. Unisex Polos – What's the difference?

Our Feminine Fit Polos offer subtle waist shaping for a neat and trim fit on girls and young women, while the Unisex Polo offers an easy fit for every body.

## Junior Sizing Explained

Juniors sizes are for girls and young women 5'0" - 5'5" and are designated by uneven (odd numbered) sizes. The sizes for juniors are usually taller than girl's sizing (if she is over 5'5", refer to women's / adult sizing) but slimmer in the hips and bust than women's sizing. There is an adult alpha size equivalency, seen here!

FIND MORE CHARTS AND INFORMATION ON OUR SIZING & FIT HUB [DENNISUNIFORM.COM/SIZING](http://DENNISUNIFORM.COM/SIZING)

JUNIORS / ADULTS (Adult alpha size to Junior numerical size equivalency shown)														
Alpha Size	AXS			AS		AM		AL		AXL		A2XL		A3XL
Size	J0	J1	J3	J5	J7	J9	J11	J13	J15	J17	J19	J21	J23	J25
Height (inches)	61 - 62	61 - 62	62 - 63	63½ - 64½	64½ - 65½	65½	65½	65½	65½	65½	65½	65½	65½	65½
Chest (inches)	29½ - 30½	30½ - 31	31 - 31½	32½ - 33	33 - 34½	34½ - 35½	35½ - 36½	37½ - 38	38½ - 39½	40 - 41	41 - 42½	43 - 45½	46 - 48½	49½ - 51½
Waist (inches)	22 - 23	24 - 25	25½ - 26	26½ - 27	28 - 28½	29 - 29½	30 - 30½	31 - 31½	32 - 33	34 - 34½	35 - 35½	36½ - 38	39 - 41	42½ - 43½



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## Printable Kids' Shoe Measuring Guide

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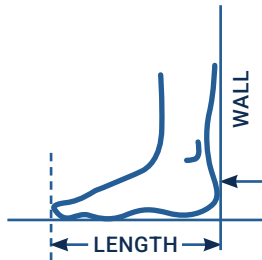
For the right fit, print at "100% scale" (uncheck "page scaling").

IF A CREDIT CARD FITS IN THIS BOX BETWEEN THE OUTLINES, YOUR PRINT SCALE IS CORRECT.

	length	width	date
left			
right			

### LENGTH

1. Cut out width ruler and set aside. Tape size guide to a hard floor with the curved line touching a wall.
2. Place one foot on the length ruler, aligning heel with curved line.
3. Mark the first visible line past longest toe with pencil.
4. Record measurement and repeat for other foot.



### WIDTH

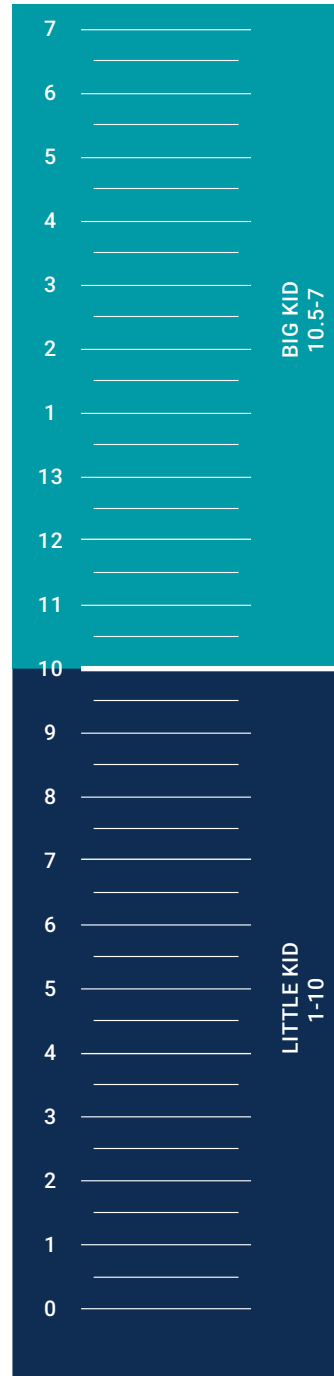
1. With child standing, wrap the width ruler around the widest part of the foot.
2. Mark the line that meets the arrows with a pencil. Ensure you mark the side closest to the ankle.
3. Determine where your child's length measurement falls within that line. For instance, if your child's length is 7:
  - » If arrows align with the 7, the width is medium.
  - » If arrows align with the 7, the width is wide.
  - » If arrows align with the 7, the width is extra wide.
4. Record each foot's width.



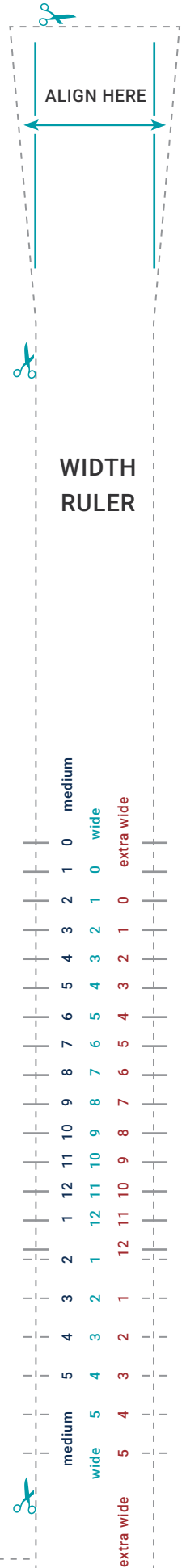
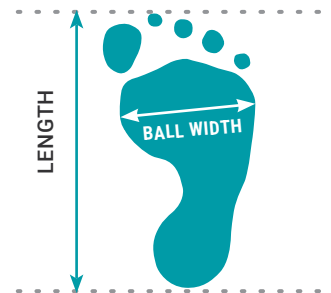
**Note:** If your child's feet are two different sizes, choose the larger one. If your child is between widths, use the wider one.

### DID YOU KNOW?

A child's foot can grow up to a half size every three months, so be sure to re-measure every two months.



### LENGTH RULER





# Printable Recommended Shopping List

## HOW MANY ITEMS DO I NEED?

Shopping for uniforms? Use this handy guide!  
For each item, we generally recommend having one for today, one in the laundry and one for tomorrow.

## KEEP IN MIND

How many items you need will be affected by:

- Your school's uniform requirements
- The warm or cool climate at your school
- How often your family does laundry
- How often your students have gym class
- How quickly your student is growing

ITEM	GRADES PRE-K, K	GRADES 1-5	GRADES 6-8	GRADES 9-12	HAVE	NEED	SIZE	ITEM#, COLOR
tops	4-6	4-6	3-5	2-5				
pants / shorts	4-6	4-6	3-5	2-3				
skirts / skorts	3-5	3-5	2-3	1-3				
jumpers / dresses	2-3	2-3	2-3	1-3				
sweaters / vests	2-4	2-4	2-3	1-3				
blazers / jackets / fleece / sweatshirts	2-3	2-3	1-2	1-2				
socks	6-9	6-9	6-9	6-9				
tights	3-6	3-6	3-5	3-5				
bike shorts / leggings	3-5	3-5	2-3	1-3				
ties / accessories	2-3	2-3	1-2	1-2				
gym wear	2-3	2-3	2-3	2-3				

Check your school's uniform requirements at [dennisuniform.com](http://dennisuniform.com)



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