

Dickies – a legendary name in workwear since 1922

By Maurice Morton, sales & marketing director, Dickies (UK) Limited

Workwear bearing the distinctive Dickies® logo is worn by workers from almost every industry and in many of the World's harshest working environments. From agriculture to the oil industry, Dickies® workwear is renowned for its performance, comfort and durability.



Dickies Flame Retardant High Visibility Antistatic Jacket
(Code references: SA22100 and SA22101)

The qualities that have made Dickies® a worldwide brand are highlighted in the Dickies® Deluxe Workwear range: coveralls, work trousers and jackets that offer function and performance in classic styles. Not surprisingly these garments have proved to be among Dickies® most popular lines, selling in hundreds of thousands each year.

The company has its roots in the small town of Bryan in Texas, where C. N. Williamson and E. E. 'Colonel' Dickie began their careers in the 'vehicle and harness' business. In 1918 they made what turned out to be a momentous decision when, with a few friends, they established the U.S. Overall Company. Four years later the company was renamed the Williamson-Dickie Manufacturing Company. From these modest beginnings Dickies® has transformed itself into the largest workwear manufacturer in the world.

Having gained a reputation for making hardwearing garments, during World War II the company was sequestered by the American Government to produce millions of uniforms for the armed services.



Dickies Firechief Pyrovatex Coverall with High Visibility Strips
(Code numbers: WD5075, WD5025 and WD5050)

After successfully completing its war service, Williamson-Dickie experienced further growth. In the late 1950's the company expanded into the European market and the Middle East, where Texan oilmen introduced Dickies® workwear to Middle Eastern oil fields. Then in 1989 Dickies® (UK) was formed, bringing tough, durable and affordable workwear to the British worker. From its base in Somerset, the brand has continued to develop its range and markets to achieve its current status as the leading workwear manufacturer in the UK, supplying coveralls, work shirts and trousers, jackets, bodywarmers, foul weather protection, high visibility garments, and a comprehensive range of safety footwear.

Employing the best of traditional and new materials, designs and construction techniques, Dickies' extensive product range combines performance, comfort and value for money.

At the company's UK headquarters there is a manufacturing facility and an 80,000 sq ft distribution centre that manages 2 million products each year. Dickies workwear is available at over 4,000 outlets throughout the UK and Ireland with others now expanding into Europe and the Middle East.

One area in which the company specialises is the design and production of high visibility workwear including a comprehensive selection of flame retardant products specifically created for use in the oil, gas and renewable energy industries.

The 'Flame Retardant High Visibility Antistatic' jacket and trousers are made from 350gsm, 98% polyester with a flame retardant 'PU' coating and 2% carbon thread. Other features include 3M high

visibility FR tape strips around the body, arms and legs, and the linings, also with flame retardant treatment, are 100% cotton. The jacket has a concealed hood with a drawcord and Velcro fastening, a drawstring waist and elasticated, Velcro fastened cuffs whilst the trousers have practical, cargo style pockets and belt hooks. Both the jacket and trousers must be worn as a suit to ensure that the antistatic protection is intact. The garments are available in high visibility orange (Code references: SA22100 and SA22101) and in sizes M, L, XL and XXL

Firechief Pyrovatex coveralls (Code numbers: WD507, WD5025 and WD5050) are also included in this product category, and these are available in a variety of specifications depending on the working environment; the selection offers versions that are lightweight and antistatic and with or without full inner lining.

The lightweight coverall is made from 310gsm, 98% cotton with a 2% antistatic (steel fibre) content whilst others in the range are 100% cotton; all are treated with flame retardant 'Pyrovatex'. A high visibility strip is on each arm and leg and across each shoulder.

All the coveralls have strong, triple-stitched seams, reinforced stress points, studded neck closure and sufficient pockets for all work-situation requirements. Available in standard sizes and in navy, orange, red and royal blue.

All Dickies' flame retardant, high visibility garments conform to or exceed the European standards for certification. ■

More information can be found at
www.dickiesworkwear.com



SA22100 Flame Retardant High Visibility Antistatic Jacket

BS EN471: 2003 Class 3 Level 2
BS EN533: 1997 Index 2
BS EN1149-5: 2005
BS EN343: 2003 Class 3 Level 1

- Two 5cm 3M high visibility FR tape strips around the body and two on each arm.
- 3M high visibility piping.
- Flame retardant lining.
- Antistatic carbon thread.
- Two outer inset pockets with zips and flaps.
- External map pocket with zip.
- One internal pocket.
- Concealed hood with drawcord and velcro fastening.
- Drawstring waist.
- Elasticated cuffs with velcro fastening.

SA22101 Flame Retardant High Visibility Antistatic Trousers

BS EN471: 2003 Class 1 Level 2
BS EN533: 1997 Index 2
BS EN1149-5: 2005
BS EN343: 2003 Class 3 Level 1

- Two 5cm 3M high visibility FR tape strips around each leg.
- 3M high visibility piping.
- Antistatic carbon thread.
- Cargo style pockets.
- Nylon zip opening with changing button, belt hooks and part elasticated waistband.

These garments must be worn as a suit to retain the antistatic properties and protection

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