



**Company Name:** Al Naboodah Group

**Industry:** Construction and infrastructure

**Timeline:** 21 Days

**Location:** Dubai, United Arab Emirates

**Quantity:** 7,500 pieces

## Overview

Al Naboodah operates across construction and infrastructure projects in the Middle East. They needed uniforms built for high heat that still met their safety standards.

## Challenges

Summer temperatures reach above 45°C, so the fabric needed to hold its shape in the heat. The sizing also had to stay accurate across several project sites.

## Solution

We tested a heat-resistant style in the first round to make sure it held its shape outdoors. Once everything was approved, we moved the order through in clear stages so each site received what they needed without wasting any time.

## Result

- 7,500 units finished in 21 days
- The uniforms performed well in their early field tests and were added into their regular supply rotation