



PRAGUE, 21 May 2019

SŽDC Introduced New Uniforms for Employees

During a special fashion show held today at Prague Main Station, Správa železniční dopravní cesty (SŽDC) introduced new uniforms for train dispatchers. A timeless design, a practical cut, a material of higher quality and effortless maintenance – all of this is provided by uniforms with corporate identity components.

"Our employees deserve fully functional clothing of good quality. During their work, train dispatchers are getting around both inside and outside buildings in all seasons", said Mr. Jiří Svoboda, Director General of SŽDC during a presentation of uniforms in the Government Lounge at Prague Main Station. Uniforms were shown by ten employees (6 women and 4 men) who were testing the uniforms in practice during past weeks.

The new uniform for SŽDC employees is designed with the intent to offer a timeless design combined with the new organization logo. Besides using materials of better quality, practical cuts supporting both comfortable wearing and good representation of SŽDC were also in the centre of interest

The material was chosen with regard to the burden laid on profession clothing; easy maintenance and a long life cycle of used material were the most essential factors. Components more distinctive in colour reflect corporate colours and emphasize the new SŽDC logo. Using reflective components in an inconspicuous but effective version is an innovation as well.

An exchange of new uniform components will start this autumn; it will be completed during next year with the objective to eliminate a mingling of old and new uniforms. During this period, SŽDC expects a so-called pilot phase when a quite large number of employees in operation will be using new working clothes. During running evaluation, possible modifications before a complete exchange of all uniform parts can be made.

Average costs for complete outfit per employee will not exceed CZK 16,000 (VAT excluded). Expected financial costs to exchange uniforms for 4,500 employees will approximate CZK 70 million.

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