



**WORKWEAR  
OUTFITTERS™**

# BUILDING THE BEST

A UNIFORM PROGRAM GUIDE

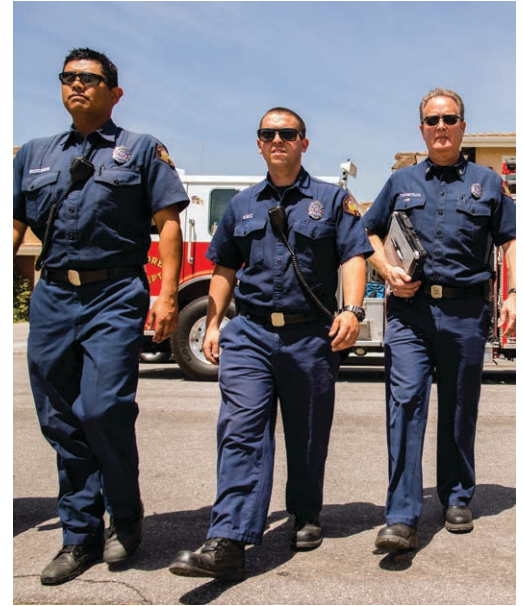
ROYAL  
ATLANTA, GEORGIA

Being responsible for a company's uniform program can be overwhelming, so we've prepared a handy guide that provides a comprehensive foundation of all aspects to consider within a uniform program.

## Maintaining a Professional Look

Looking professional in the workplace is one of the most important aspects when building a uniform. Image is very important, and you should choose a uniform design that reflects your business and promotes your brand. You want your customers to take your employees seriously, so outfitting employees in a uniform that projects professionalism is key.

Managing service staff requires them to look neat and professional at all times especially in the hospitality industry. But in other professions like law enforcement, their uniforms should command respect and an overall authoritative image while being approachable. So, be sure to determine the image you want to portray and then build the uniform based on those attributes.



## Company Branding

When your employees wear uniforms that incorporate the company's overall branding they are an extension of your marketing efforts. By reinforcing your brand and creating positive experiences with it, your brand helps create loyal customers. So, when building your program, be sure to incorporate your company's logo, color scheme and any other distinguishable features into the overall design. Today there are many ways to do this from the fabrics you choose, to the small details of the uniform like colors, cuffs and pockets.



## Pride & Performance

Another important effect a uniform program can have is on the overall pride your employees have in their performance at work. A uniform program can instill pride, increase loyalty and can boost employee self-esteem. All of these contribute to higher performing employees.

## Selecting Color

Choosing the right color is one of the most important and difficult decisions you will make. Your brand image is



reflected heavily in the colors you choose. If your brand has specific notable colors, make sure they are included in the overall design. Bold colors can sometimes “scream” at you, so you may want to include them as an accent color instead. In addition, your company’s colors may not translate well into fabrics so be sure to work with the manufacturers to provide the best color options that align with your brand. In addition, each workwear brand has their own shade of each color such as navy, black or white so be sure to compare your fabrics because each brand manufacturers to their own color standards. Color can be used in many ways from reflecting the overall brand image to identifying job functions within a company, it can help not only your customers work best with your staff but also help your management oversee employee’s behavior, productivity, and compliance.

## The Right Fabric

Selecting the best fabric for each job function is the overall foundation of a great uniform. As an example, a truck driver, who is bending, lifting and sitting as a part of their daily activities should have a fabric chosen that can withstand those movements. Choose work trousers that are comfortable and have the ability to stretch and bend easily. Make sure that your uniform pieces are breathable and flexible, so the employees wearing them have less restriction in their movements.

If your team will be working primarily outdoors, be sure to select uniforms that are more durable and protective by design which will mainly be a characteristics of the fabric chosen. Outdoor uniforms should have a protective and durable components as they are expose to an array of weather conditions. Delicate fabrics and features may not perform well in an outdoor environment so be sure to select uniform pieces that have been tested in similar work environments so you know they will last.

## Comfort

While you definitely want look good and be safe, being comfortable can be just as important for your employees especially while they work. If the job functions require lots of movement, your uniform garments should move with them to ensure comfort. Restrictive clothing with no stretch can impeded movement and be very uncomfortable. Your priorities may require you to compromise in certain areas because function will always be more important than form.





## Fit

How uniforms fit can directly relate to how professional your employees look and how confident they feel. This is especially true for your female employees. By providing female styles in your program, not only will you be able to recruit more female employees but it will let them know that they are equally valuable to your company. In addition, their uniforms will fit better and translate to a more productive employee.

The better the uniforms fit, the more confident your employees will be. Brands regularly re-evaluate their fit to ensure they are keeping up with what employees expect. Be sure to ask about new and updates fits as that will be a key sign your uniform brand is designing for today's workforce.

## Brand Selection

There are many brands to choose from when it comes to workwear so finding the right one that has the garments you need with the right features, sizes and colors can be a tall order. Be sure to document the overall requirements you need from colors, sizes, and features to how you want to buy, that will make sure you are clear on your overall requirements and you can compare brands based on your needs not what they want to sell you.

## Service

Your service needs are an important consideration to your overall program. Whether your employees work in high soil environment or you have high turnover, these things affect the best way to service and the overall cost effective method to manage your program. Be sure to fully understand the service requirements you desire when building your program and make sure they are in line with your overall business needs.

## Cost

The overall cost of your uniform program is effected by many factors from the specific features you want them to have, the fabric you prefer and the service you need. So, make sure you clearly



document the overall costs associated with your uniform program so you can evaluate it fairly and completely.

If you're concerned about the ongoing uniform maintenance and replacement costs, you don't have to replace them all at once. If you divide them into groups, buying new uniforms for one group at a time can help alleviate the cost of updating all uniforms at one time.

## Security

While sometimes overlooked, your uniform program can provide a sense of security for your customers and your employees. If your employee's jobs require them to visit customers in their homes, having a branded apparel program provides your customers with the confidence and peace of mind that they are working with an authorized representative of your company and know they are safe to let in their home. Just one more way to boost confidence in your company and its overall image.



## Safety

Some industries require an employee uniform program to meet specific standards or requirements in order to reduce risk and provide them with the safest work environment possible. When building your uniform program, be sure to do your research to make sure your program is complying with any local or national safety requirements from flame resistant fabrics to steel-toed footwear. This is not only important for your company but also the well being of your most valuable asset – your employees.

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