



YOUR BRAND...  
...OUR PASSION

# Investing in Company Uniforms

Make Them Remember Your Brand

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Branded Workwear & Apparel



Corporate Merchandise



Promotional Products



Blank & Branded Bulk T-Shirts



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## Overview

The uniform industry has experienced significant growth in recent years, and the COVID-19 pandemic has accelerated this trend. As businesses start to reopen and return to normal, investing in company uniforms can help grow your business post-pandemic. This case study explores the rise of the uniform industry and highlights how investing in company uniforms can benefit your business.

## The Problem

Uniforms have been a staple of many industries for decades, from healthcare to hospitality to retail. They offer several benefits to both employers and employees, including increased professionalism, improved safety, and cost savings. The uniform industry has seen significant growth in recent years, driven by factors such as increased demand for sustainable and comfortable fabrics and the rise of e-commerce.



### Branding

Wearing branded apparel is a symbolic act of joining the team and clearly communicating your availability to customers.



### Cost Savings

Company uniforms can reduce the need for employees to purchase and maintain their own workwear.



### Team Cohesion

Company uniforms can also help to create a sense of team cohesion and unity among employees.

## Solution

- ▶ Starbucks is a well-known global brand that has invested heavily in its company uniforms. The company's green aprons have become an iconic symbol of the brand, and they are an integral part of the Starbucks experience. The aprons are made from sustainable fabrics, reflecting the company's commitment to sustainability, and they are designed to be comfortable and durable.
- ▶ In addition to the aprons, Starbucks also provides its employees with a range of workwear, including shirts, pants, and jackets, all featuring the iconic Starbucks logo. The uniforms help to create a consistent image across all Starbucks stores, reinforcing the brand identity and creating a sense of team cohesion among employees.

## Results

The rise of the uniform industry has provided businesses with an opportunity to invest in company uniforms that can help grow their business post-pandemic. Company uniforms offer several benefits, including branding, cost savings, safety, and team cohesion. By investing in high-quality, sustainable uniforms that reflect the brand's identity and values, businesses can create a professional and cohesive image that can help to attract and retain customers and employees.