

# Outfitting Employees & Brands



With Uniforms, Workwear, Recognition & Incentives



## Apparel That Means Business!

### UNIFORMS

Employees are billboards for your brand! At the store or on the street, an employee, and the apparel they wear can make a huge impression on both customers and potential customers. Uniforms often communicate a positioning statement, scream a promotion, or display a graphic that embodies your brand! The uniforms worn by your employees should overtly ensure people remember your brand! While this bold approach is often applied to first-line employees, it can serve all who represent you and your brand.

OR

### WORKWEAR

Picture your employees as living billboards for your brand, casually wearing chic jackets, sleek polos, comfy sweatshirts, or snazzy hats, each showcasing your logo. Whether at work, commuting, or off-duty, they champion your brand in style. These aren't just uniforms, but wearable statements that fluidly transition from work to leisure. Smart companies have leveraged this not only for brand exposure but also as an appealing perk in today's tough recruitment market. Elevate your company culture with our innovative workwear, where style, comfort, and brand identity coalesce.

**Contact IQ Apparel Today and learn how we can design uniforms and/or workwear that promotes your brand. Our in-house design team will work with you to ensure you are 100% satisfied.**



# DESIGN

Our in-house apparel design team creates & develops innovative styles for the largest retail and quick-serve chains in the United States and Canada. Our team transforms current fashion trends, and adds the functionality and durability employees of global brands expect and demand.



## The IQ Design Team will:

- Work with you to accurately portray your trademarked colors logo execution and recommend placements.
- Ensure you have the optimal fabric for the work environment and comfort of your employees.
- Ensure the fit is tailored to your workforce and the work at hand.
- Evaluate the need for any fabric treatments (e.g., wrinkle resistance, stain resistance)
- Work within your budget
- Provide samples of all approved test designs

# MANUFACTURING

- IQ Apparel spans the globe with locations and staff on site in [Dhaka, Bangladesh](#) | [Ningbo, China](#) | [Danang, Vietnam](#) | [Puebla Mexico](#) | [Columbia](#).
- Our global footprint allows us to deliver both VALUE and QUICK DELIVERY, while maintaining the quality you expect.
- Our combination of assets allows us to manufacture anything you need from Knits to Wovens, Polos, Tees, Outerwear, and Headwear, Accessories, and even Hardgoods, all while delivering your products on time, anywhere you need them and at a competitive price.





# IDEAS FOR BRANDED APPAREL & MERCHANDISE

## INCENTIVES & RECOGNITION



- Set & Monitor Goals
- Reward Tenure Milestones
- Deploy Contests & Promotions
- Recognize Excellence
- Note Community Service
- Acknowledge Innovation
- IQ can execute in both an Adhoc and Automated Basis

## COMPANY STORE



- New Store Openings
- Premiums for Customers
- Business to Business Gifts
- Employees and/or Consumers can Bring your Brand Home

## TAKE YOUR BRAND TO RETAIL!

Have you ever walked into a warehouse club, a mass retailer, or while searching online only to find consumer goods with recognizable brands such as JEEP, CATERPILLAR, JOHN DEERE, TESLA, COCA-COLA, STIHL, etc. on quality, brand name merchandise? Are you interested in joining this marketing craze? IQ's team produces for big box brands and other retailers, thus making us uniquely qualified to explore the possibility of "outfitting" your loyal consumers, regardless of where they are shopping!





## Corporate Apparel & Events



Charitable  
Events



New Store  
Openings



Chamber of  
Commerce



Business to  
Business Gifts



Franchise Events:  
Golf, Fairs, and  
Local Events



## CONTACT US

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**YOUR BRAND...**  
**...OUR PASSION**