

# BUSINESS KNOW-HOW

## Businesses Get A New Lease On Life

(NAPSA)—An ever-increasing number of companies are discovering how they can make their workers and their accountants happier.

They are boosting morale and the operating budget by getting their businesses involved in uniform leasing programs that give their workwear and their bottom lines a “new lease on life.”

In recent years, companies that used to buy uniforms have been getting more and more involved with leasing programs because of the many benefits offered by such agreements.

As the nation and the world have become increasingly more service-oriented and cost-conscious, many companies have found they can achieve cost savings, of up to 20 percent each year, by switching to uniform leasing programs vs. straight purchasing. With an arrangement, such as UniFirst Corporation's Val-U-Lease Program, employees are custom fitted with a supply of select workwear garments for a low weekly charge.

Customers receive full program management, including weekly visits by a Uniform Service Professional for garment inspections and a requirements check-up. As employees are hired or leave, uniforms are immediately supplied or surplus ones removed. The customer is only charged for their workers actually “in uniform.” With leasing programs, idle clothing costs can be a thing of the past.

The leasing program includes free garment deliveries, free gar-



**Leasing uniforms can improve a company's bottom line.**

ment mending and repairs, and free replacements of worn or damaged clothing. Employees take care of their own cleaning, but UniFirst takes care of everything else. Of course, if customers want weekly uniform laundering, in addition to all the other services, full-service garment rental programs are also available.

According to UniFirst Marketing Director, Robert W. Isaacson, “The definition of the word uniform has changed, over the years, to include all types of workwear. So, when it comes to modern leasing programs, the clothing styles available range from standard industrial apparel to corporate casual garments to protective and safety clothing. All are considered uniforms by today's standards.”

For more leasing information and/or a free catalog, showing the attractive uniform varieties and accessories available, contact UniFirst at (800) 225-3364 or visit the company's Web site at [www.unifirst.com](http://www.unifirst.com).