

# newsworthy trends

## Uniforms Boost Workplace Security For Businesses

(NAPSA)—The events of September 11th have put our nation on a heightened state of alert, particularly in the area of security. In today's more cautious environment, many businesses are learning that their uniformed employees are playing both a symbolic and protective role in helping to promote their companies.

UniFirst Corporation, a leading supplier of workplace apparel to businesses throughout North America, knows first-hand the role of uniforms in the workplace.

Robert Isaacson, UniFirst Marketing Director, said, "Uniforms have traditionally conveyed a positive image to the public. In fact, a recent study indicated that customers overwhelmingly prefer to use companies with uniformed employees. These employees are quickly recognized and deemed more trustworthy, approachable and capable. Positive public perception of employees, including a certain 'comfort level,' is vital in creating and maintaining consumer trust. This is one reason why 45 million people are wearing specified work attire to their jobs and, with our nation's recent incidents, that number is growing."

Distinctive colors, logos and emblems make uniformed employees easier to identify and make unauthorized personnel immediately stand out.

"For companies, a uniform program can increase a sense of security, boost credibility, and assure consumers that a reliable company stands behind their product or service," said Isaacson. "This helps promote a positive



**For many companies, uniforms help by providing an additional sense of security.**

corporate identity that can translate into additional business for our customers."

With a core business dedicated to the rental, lease and purchase of work clothing, uniforms, and careerwear to more than 150,000 customers throughout the U.S. and Canada, UniFirst has fine-tuned its product line to keep up with the changing demands of America's workforce.

For information and/or a free catalog showing the wide range of uniform and workwear options now available, call UniFirst toll-free (800) 225-3364 or visit their website at [www.unifirst.com](http://www.unifirst.com).