

business trends

Uniforms Create Positive “Halos”

(NAPSA)—Studies show that consumers view employees who wear uniforms as being more professional, organized and reliable than their nonuniformed counterparts and that they regard companies with uniform programs as having workers who are properly trained to do the job right. These positive impressions mean uniforms have the ability to make a tangible impact on a company’s bottom line.

The attributes consumers associate with uniforms—a behavioral phenomena known as connectionism—were underscored in a recent study conducted by J. D. Power and Associates® for the Uniform and Textile Service Association, titled “The Customer Perceptions of Uniforms in the Workplace.”

“The connection between employee uniforms and positive impressions by the public is what social scientists commonly refer to as the ‘halo effect,’” explains Robert Isaacson, Marketing Director at UniFirst Corporation, a leading provider of uniforms and work clothing throughout the United States and Canada. “It’s similar to the association people make when they credit someone as being smart because he or she wears eyeglasses.”

According to Boston College economist Juliet Schor, today’s consumers welcome ways to save time, since their hours on the job and at home performing essential



Workers who wear uniforms are perceived as more professional and reliable. Social scientists refer to this as the “halo effect.”

household tasks have increased by about 12 percent over the past three decades. Toward that end, the theory of connectionism suggests that companies with uniformed employees have a competitive advantage in the marketplace because they’ll be more appealing to consumers intent on saving time in the decision-making process.

“It’s no wonder,” Isaacson notes, “that companies with managed uniform programs seem to have an aura of success about them.”

UniFirst provides a range of uniforms and services to more than 195,000 business customers each week. For more information, call 800-225-3364 or visit www.unifirst.com.