

# BACKGROUND ON BUSINESS

## Uniforms—The Who, When And Why Of Wear

(NAPSA)—Increasingly, employees are wearing some kind of uniform to work. It is estimated that more than 32 million workers now wear specified work garments to the job every business day. So how do you know if a managed uniform program is right for your business? Here are a few simple questions to help you decide:

- Does your staff have direct contact with customers and prospects? According to a recent survey by J. D. Power and Associates® for the Uniform & Textile Service Association (UTSA), businesspeople and consumers alike associate positive attributes with employees in uniform and are more willing to do business with them.

- Are your employees exposed to dirt, contaminants or toxins? Many companies choose managed uniform programs because their employees require workwear that is more durable and soil resistant than regular clothes. And these businesses often choose to have an industrial launderer handle all the cleaning, maintenance, and deliveries of their required work apparel to save time and money.

- Is security an issue? Uniforms can help identify employees who belong (and don't) and their individual roles within your organization.

- Will your employees be receptive to uniform workwear? Today, uniforms are more flattering, comfortable, and easier to maintain than ever before. Plus, workers and employers can both reduce their costs associated with buying and maintaining work clothing with a managed program.

- Do you have the resources to manage a workwear program? Major uniform suppliers, such as



**It's estimated that over 32 million U.S. workers wear uniforms.**

UniFirst Corporation, offer a variety of options that allow employers to achieve the desired degree of control and flexibility:

- Rental Program—businesses avoid up-front investments for garments and the supplier handles all cleaning and maintenance duties, as well as all program administration.

- Leasing Program—employees clean their own garments, but the supplier takes care of the other maintenance and administrative duties associated with a rental program, but at a reduced price.

- Purchase Program—employers or employees buy their work clothes outright. However, this means employees will have to clean and maintain all their garments in accordance with guidelines you establish.

- Will a uniform program support your company's image? According to Robert Isaacson, UniFirst Director of Marketing, "The appearance and image of employees in uniform influence how the public perceives a company."

To learn more, call UniFirst at (800) 225-3364 or visit [www.UniFirst.com](http://www.UniFirst.com).