

# 8 BENEFITS OF PERSONALISED CLOTHING FOR YOUR BUSINESS.

ONE



## CREATES A PROFESSIONAL TRUSTWORTHY IMAGE

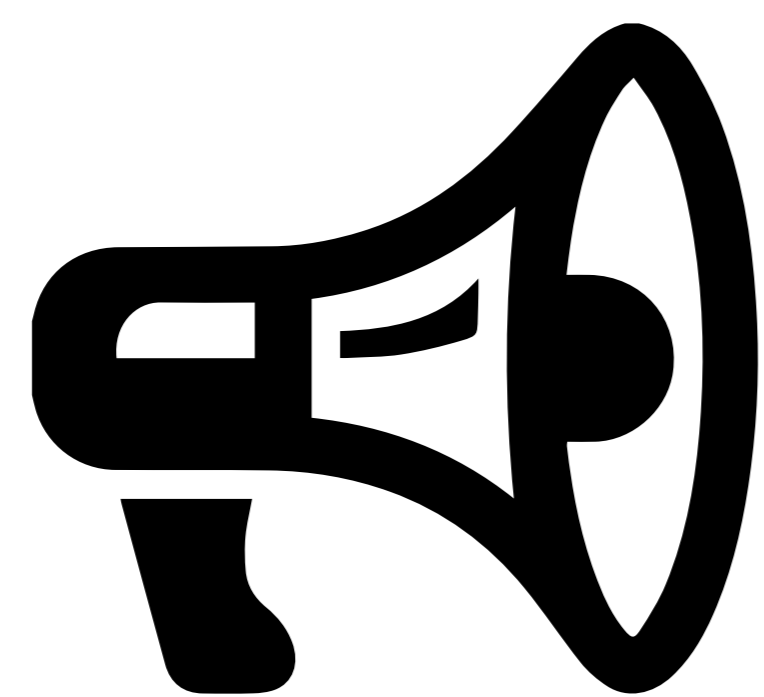
As the saying goes “Image is everything”. Having a personalised uniform can immediately establish a professional trustworthy business image that attracts and helps retain customers.

TWO



## GIVES A GOOD FIRST IMPRESSION

Create a good first impression: A harvard study found that it takes a person 4 seconds to make a judgement about another person. Company clothing can ensure a customers first impressions are that of a professional company.



## OFFERS FREE ADVERTISING

Personalised company clothing can work as “Walking Billboards,” promoting your company’s products and services “for free.”



## BUILDS A TEAM SPIRIT

Our favourite acronym for team is “Together Everyone Achieves More”. Company clothing can build a team spirit and togetherness of everyone being in it together. This, in turn, can improve worker productivity.

THREE

FOUR



56% of customers consider company clothing more effective than internet advertising.



73% of customers considered company clothing more effective than TV advertising.



74% of customers considered company clothing more effective than radio advertising.



78% of customers considered company clothing more effective than newspaper advertising.

FIVE



## IMPROVES CUSTOMER SERVICE

Company uniforms help customers identify company workers who can be approached for information. This improves overall customer service.

SIX



## BUILDS BRAND RECOGNITION

When employees wear uniforms displaying company logos and colors, they help brand and differentiate their business in the markets they serve.

SEVEN



## SAVES EMPLOYEES MONEY

Employer provided uniforms save employees money, providing them a nice perk.

EIGHT



## PROMOTES COMPANY PRIDE

Company uniforms can build a sense of pride and turn employees into company ambassadors.

