

Hints for selecting your corporate uniform

Here are some easy hints if you have decided to get a corporate uniform or to update your current uniform.

Hint 1: Decide your style

Certain professions require specific uniforms because of the work they do such as bank staff so they can be easily recognised by the public or for safety reasons such as electricians and construction workers. Uniforms assist the public to see the type of business you are in. Companies reflecting trust and authority will select more formal uniform designs including business shirts/ tie/jackets. Other companies may look for a uniform style that is more relaxed or casual – a stylish polo shirt and trousers.

Always make sure that the uniform designs you select maintain your air of professionalism, and can be worn at whatever functions that your staff attend regularly on your behalf.

Hint 2: Flaunt your brand

Your logo or advertising images are how your customers recognise you. So always try to use the colours in your logo as your main accent colour matched with a functional base colour such as navy, charcoal or black. These days 'uniform' doesn't have to mean 'boring'!

To identify your staff you can add an embroidered company logo added to the uniform. It gives a feeling of community for employees and creates business awareness as employees wear the shirts to and from work and display the logo for potential clients. (A logo is required to comply with tax deductibility requirements by the ATO.)



Hint 3: Look good!

A uniform should look the same on all employees. But all the people you employ won't look like the models in the catalogue. Designs need to look good on tall, short, thin, average sized and plus sized people. Uniforms don't change as often as other fashion and will generally remain the same for at least 2-3 years. So, when selecting colours and styles take this into account and think long term.

Hint 4: Ready to work

Certainly, looking good is key to projecting a good company image. But making sure that the uniform fits the job is important, too. Consider the kinds of tasks that workers will be performing in their uniforms as uniforms that fit well and feel good mean that your employees can concentrate on their jobs. Select the styles that allow individual staff to work comfortably all day whether they bend and carry boxes or sit at a desk all day.

It also helps to select uniform fabrics that make life much more comfortable for staff. For instance, lots of shirts/blouses now come in fabrics that reduce sweating/moisture in hot weather, other fabrics have treatments such as Liquid Defence that allow liquids to be easily repelled. Ask about the other great fabrics that will improve the wearability of uniforms- and increase staff satisfaction!

Hint 5: Great investment

Uniforms are an investment. If a garment is worn every day it will wear out very quickly no matter how carefully you wash it! Your new corporate uniform will need to be worn every business day unlike your everyday clothes. So, staff should have enough individual garments so they don't have to wear soiled garments several days in a row.

Ideally, we suggest that full time staff need at least 4-5 tops and 3-4 bottoms plus a jacket or pullover for winter. Part-time staff would need a reduced number of items depending on the number of days they work. Adding a 'Casual Friday' polo shirt can extend the wardrobe choices for each week.

Provide an appropriate number of uniform items and the average cost per wear is reduced and uniform life will be extended – making your uniform a great investment!