

### Uniform Programs Provide Competitive Edge

(NAPSA)—In today's challenging economy, many companies use uniforms and managed uniform programs to better promote their businesses and their business images.

Employers use the function and fashion of uniforms to improve their bottom lines by conveying positive messages to the general public and enhancing workplace productivity with improved staff morale.

Importantly, uniforms also add an improved sense of security for employees and customers by allowing them to quickly identify workers as "belonging" in the business or customer environment—a valuable added benefit after the events of September 11th.

According to UniFirst, a leading supplier of work apparel and careerwear, distinctive colors, logos, and emblems make uniformed employees easier to identify and make unauthorized personnel immediately stand out. For companies, a uniform can help promote a positive corporate identity that can translate into additional business and customers.

Research has long indicated that uniforms also help build teamwork, create a sense of unity, and boost employee job performance. In addition, a recent study by JD Power and Associates for the Uniform and Textile Service Association (UTSA) revealed that a majority of customers prefer to do business with uniformed



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employees versus non-uniformed, and most also feel that the quality of products and services is higher when provided by uniformed staff. These facts can give companies who use uniform programs a clear competitive edge.

Today's uniforms and uniform wearers go beyond the traditional and functional to include all types of work apparel. Specified work attire is now worn by 45 million people in nearly every type of profession; from office and sales to manufacturing workers; delivery personnel to corporate casual and executive wear. If it's worn to work and it's identifiable with a company, it's a uniform.

UniFirst currently services more than 150,000 customers throughout the United States and Canada. To learn more about uniform and work apparel choices, and available program options, contact UniFirst at (800) 225-3364 or visit their Web site at [www.unifirst.com](http://www.unifirst.com).