

Team Colors Aren't Just for Sports Anymore

(NAPSA)—Increasingly, businesses are finding ways to apply lessons learned on the playing field to the bottom line.

For example, a growing number of employers are becoming aware of the vital role uniforms can play in creating a professional image and a competitive advantage.

Experts say uniform programs can often provide employees with a group identity that encourages teamwork and promotes organizational goals. Simultaneously, they can help to build brand awareness and credibility with customers. To be effective, however, uniform colors should be carefully chosen, as there is more to color than meets the eye.

“Choosing colors for uniforms and work apparel has become, quite literally, a science,” says Robert Isaacson, Marketing Director at UniFirst Corporation, a leading provider of uniforms and work clothing throughout the U.S. and Canada.

“Research has shown, for example, that sports teams can attract a youthful audience using bright, solid colors,” Isaacson says. “Using red helps to project its wearer as a powerful professional; blue connotes loyalty, while orange communicates enthusiasm.”

Isaacson notes that many successful businesses use the same methodology when choosing corporate image programs. Staples, the leading office supply chain, for instance, took advantage of the science of color to create its well-known, winning employee image.

Staples uses bright red for its casual-style staff apparel with the



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added benefit that customers might ‘see’ its employees as energetic, hard workers. “Staples’ red uniform is also functional, as it helps identify employees for customers in need of assistance,” says Isaacson.

Midas Muffler is another example of a successful organization that uses colors to its advantage. The auto services company selected yellow, black and gray for its shirts and solid black for its pants. This combination of colors helps to create an image of a seasoned and skilled NASCAR “pit crew,” while Midas’ black pants can help to preserve that professional image by hiding unsightly grease and grime.

Next time you visit your local merchants, don’t be surprised if you find yourself analyzing their employees’ “colors.” For more information on uniform program options for businesses, call UniFirst at (800) 225-3364 or visit www.unifirst.com.