



Business Image
SOLUTIONS

for the Automotive Industry



UniFirst knows that automotive businesses like yours are continually seeking to attract new customers and retain existing ones to grow revenues.

And we realize how challenging that can be given increasing cost pressures and relentless competition. Ultimately, it's differentiation that may influence a customer's decision; that's why your overall business image is more important than ever for your company's success.

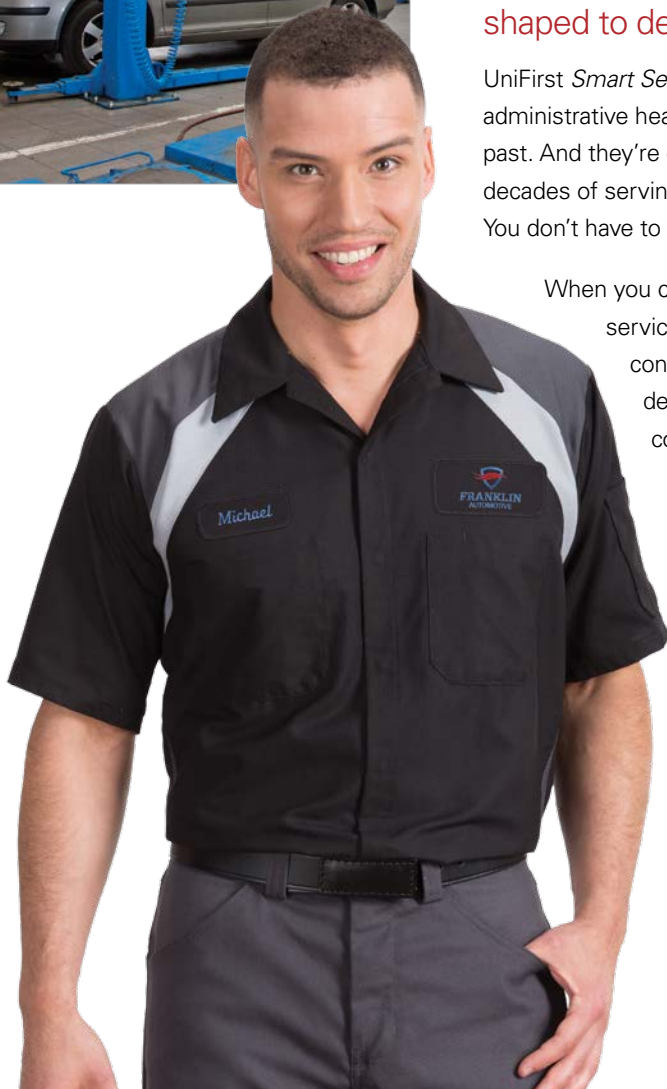
You know the big issues and how to handle them. But what about some of those smaller, less obvious business needs that are just as important to long-term success? Things like making sure worker appearance enhances your business image; ensuring customers can instantly identify your employees; keeping your shop secure by easily identifying authorized employees; boosting team spirit and motivation; and helping make sure employees stay healthy, productive, and on the job.

UniFirst has *Smart Service* solutions that are targeted to meet all these needs, tailored to fit your budget, and shaped to deliver value beyond your expectations.

UniFirst *Smart Services* have been designed to eliminate the worry, guesswork, administrative headaches, and management expense you've likely experienced in the past. And they're delivered with the knowledge and skill that comes from over seven decades of serving thousands of businesses like yours throughout North America. You don't have to think about it. *Smart Services* will.

When you choose UniFirst *Smart Services*, you get three dedicated UniFirst service professionals working on your account at all times so you consistently receive the quality products and services your business deserves and needs, and you always get quick resolutions to any concerns you may have.

providing
image-enhancing
apparel & facility
service solutions





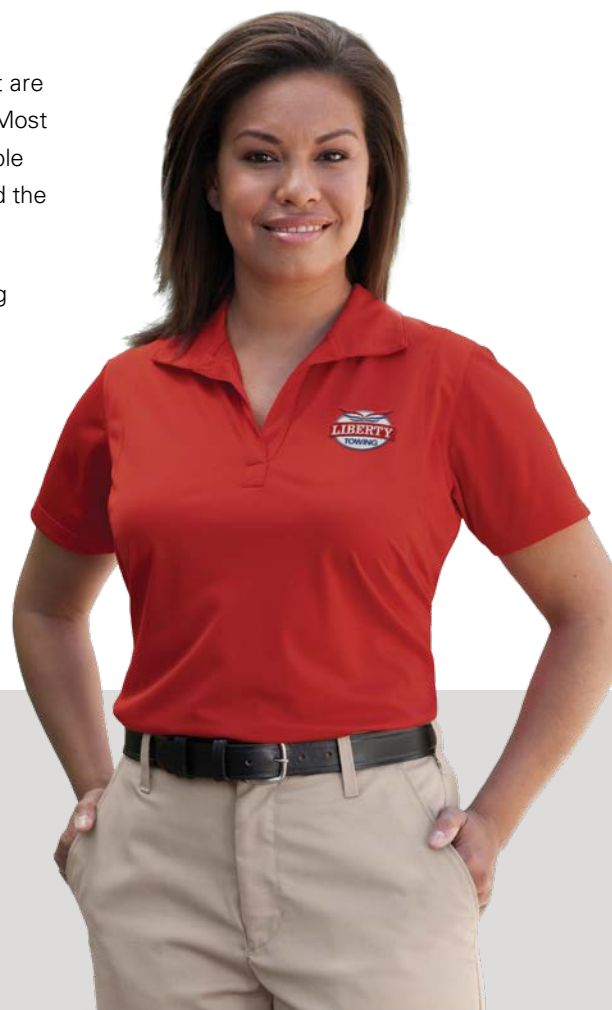
Our full-service programs provide cost-effective brand and morale boosting solutions for all of your work apparel and facility service needs.

We supply uniforms, imagewear, safety apparel, and specialty garments that are perfect for your associates who are in the shop, in sales, or in the front office. Most importantly, we deliver quality, Job-Fitted Work Clothes® that produce a noticeable competitive advantage through positive appearance, better company image, and the kind of unified team look that boosts employee pride and confidence.

Our *Smart Services* extend to your facilities as well, delivering expense-reducing floorcare, restroom, and hygiene services that produce a cleaner, healthier, more pleasant work environment. Employees appreciate the difference and your customers will too.

You're an expert at doing what you do, so for your uniform and facility service needs like these, leaving it up to the pros just makes sense. That's why UniFirst *Smart Services* are your best solution.

All the value you want, without any of the aggravation. Let us do the work. You take the credit.



JD Power and Associates® reports:

- Customers see uniformed employees as more "trustworthy."
- Customers believe employees in uniform are more capable and competent.
- Customers prefer to buy from a company whose employees wear uniforms.

The research study, "The Customer Perception of Uniforms in the Workplace," was sponsored by the Uniform and Textile Service Association and conducted by J. D. Power and Associates.®



A broad selection of quality workwear options for all departments and job types.



A full line of towels and wiping cloths, ranging from industrial shop towels for heavy cleanups to advanced microfiber wipers for finer detailing and polishing.

Superior hand care products, paper supplies, and air fresheners for restrooms and other areas.



Let **UniFirst Smart Services** provide you with a **cleaner, safer, more productive** work environment.

Options that fit your needs

Uniform Programs—A well designed, coordinated uniform program delivers the business image you want and helps build team spirit at the same time. Plus, it's the best way to clearly establish employee identity, help promote company recognition, and generate greater customer confidence.

Facility Service Programs—Facility cleanliness and overall appearance make a big difference. A cleaner, more hygienic work environment is safer, easier on fixtures and equipment, more pleasant for employees, and helps maintain a positive company image. Specialized floorcare, restroom, and hygiene services deliver the clean results you want.

- Scraper mats
- Walk-off mats
- Anti-fatigue mats
- "Wet area" mats
- Dry and wet mops
- Shop towels
- Microfiber wipers
- Fender and seat covers
- Hand towels and sanitary tissues
- Hand soaps and skin care products
- Scrubbing wipes
- Safety products and PPE
- Cleaning solutions and dispensing
- Trash can liners
- Air fresheners

Rent, Lease, Buy—Full-service rental programs are the choice of most companies because every service component, from pickup and delivery to ongoing maintenance to hygienic laundering, is included for one easily managed weekly fee. But for some companies, a lease arrangement with all the managed services of our rental programs, excluding the laundering, is preferred. And for others, a simple purchase arrangement or combination program works best. That's why at UniFirst we offer a full range of service options and tailor programs to each customer's unique business circumstance. We've made sure that flexible solutions are an essential part of our *Smart Services*.

