



# Business Image SOLUTIONS

for Specialty Retailers

UniFirst **U1<sup>st</sup>**

# UniFirst *Smart Services*

UNIFORMS • PROTECTIVE APPAREL • IMAGE



UniFirst knows the critical importance that Specialty Retailers play with respect to the health of the economy and in supporting the fast-paced lifestyles of today's consumers.

Overall job growth rate and personal income levels help determine consumer spending and it's that spending which drives your sales growth. We know you're facing increased competition from mass merchandisers, catalogers, and online retailers. We know seasonal business fluctuations can sometimes put a strain on cash flow, that merchandise selection and inventory management continue to be major determinants of profitability, that increased taxes are chipping away at margins, and that the prospect of continuous employee turnover means recruiting and training expenses are likely to remain high.



You know the big issues and how to handle them. But how about some of those smaller, less pressing and often less obvious business needs that are just as important to long-term success? Things like making sure customers can instantly recognize your store associates; like making sure worker appearance consistently enhances your business image; like taking steps to boost team spirit, motivation and retention in a heavily part-time workforce; like keeping both back-of-house areas and retail floor space safe and attractive; and like making sure employees stay healthy, productive, and on-the-job.

UniFirst has Smart Service Solutions that target all these needs, tailored to fit your budget, and shaped to deliver value beyond your expectations.

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

providing  
image-enhancing  
apparel & facility  
cleanliness  
solutions





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

We supply uniforms, imagewear, safety apparel, and specialty garments that will suit your associates to a T... whether they're sales associates, supervisors, stocking clerks, or front-office personnel. Most importantly, we deliver quality, job-fit work clothing that produces a tangible competitive advantage through improved appearance, better company image, and the kind of unified team look that boosts employee pride and confidence.

Our image services extend to your facilities as well. Because we also deliver expense-reducing floorcare, and restroom/hygiene services that produce a cleaner, healthier, more pleasant work environment. Employees feel a difference and customers see a difference. It's a business environment that spells success.

You're an expert at doing what you do. And we're recognized as the experts at doing what we do. That's why, for important business needs like yours, leaving it up to the pros just makes sense. UniFirst *Smart Services* are simply 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.
- All things being equal, customers prefer to buy from a company whose employees are in uniform.

*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 wide selection of quality workwear options for all departments, all job types.

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

## 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 Services Programs**—Facility cleanliness and overall appearance makes a big competitive difference. A cleaner, more hygienic work environment is safer, easier on fixtures and equipment, more pleasant for employees, and presents a professional image. Specialized floorcare and restroom/hygiene services deliver the clean results you want.

- Scraper Mats
- Walk-Off Mats
- Anti-Fatigue Mats
- "Wet Area" Mats
- Dry & Wet Mops
- Microfiber Mops
- Towels & Wipers
- Air Fresheners
- Hand Soaps & Skin Care Products
- Hand Towels & Sanitary Tissues
- Safety Products & Personal Protective Equipment (PPE)

**Rent, Lease, Buy**—Full service rental programs are the choice of most companies because every service component is included for one easily managed weekly price. But for some, a lease arrangement with some unbundled service 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*.



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

