Business Image SOLUTIONS for Supermarkets

UniFirst®
UniFirst knows the critical importance of the retail grocery and supermarket industry, both to the health of the economy and today’s fast-paced consumer.

With economic conditions putting additional pressures on profitability, operational efficiency, customer retention, and service differentiation are more important than ever. And the challenges don’t stop there. There are rising food prices and credit card fees to contend with; new competition from mass marketers; fast food restaurants serving up deeply discounted menu items; new and more stringent food labeling requirements; and the constant risk of food contamination calling for improved sanitation procedures.

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; making sure customers can instantly identify your store associates; boosting team spirit and motivation in an increasingly part-time workforce; keeping warehouse, food prep, and retail space safe, sanitary and attractive; 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.
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.”
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.

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.

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

Call 800.225.3364 or visit unifirst.com