

THE UNIFIRST DIFFERENCE

We always deliver
because you always deliver.



People



Products



Service

UniFirst



Uniforms and services that always deliver

At UniFirst, we understand the importance of relationships. For us, it's not just about being business partners; we want to be an extension of your company and brand identity. We're invested in how you look, and we provide the products and services that allow your workers to excel while consistently enhancing your professional business image. That's because if you don't look good, we don't look good. And when you look good, customers take notice.

Not all uniform suppliers are created equal

In the uniform supply business, there's service, and then there's UniFirst service. And when comparing providers, it's important to understand that not all uniform suppliers are created equal. Most can clean and deliver work clothes, but only UniFirst is redefining the uniform service experience through unparalleled customer service systems, advanced operational efficiencies, and an unwavering commitment to delivering excellence.

Where some providers may over promise and under deliver, UniFirst consistently achieves the highest service and satisfaction levels. So if your uniform program is not living up to expectations, you don't need to settle. Trust your employee uniform program and business image to UniFirst. We're a true industry leader with over 80 years of proven success, achieved by:

- Nurturing a family-like corporate culture with a customer-focused business philosophy
- Providing the highest-quality work clothing and ancillary products available
- Maintaining finely tuned and ever-evolving service operations
- Delivering maximum satisfaction, value, and results to our customers

So listen carefully to what the others say they'll do, then take a close look at how UniFirst's **people**, **products**, and **services** can make all the difference when it comes to your company's professional business image. We promise to make your uniform program transition smooth and trouble-free, and we guarantee your satisfaction.



Our Guarantee

At UniFirst, we make a straight-forward guarantee: If we don't fulfill our promises, you don't pay. Simply put, if you notify us of a service shortcoming in accordance with our Performance Guarantee process, and we fail to correct it to your complete satisfaction, your account will be credited for the specific weekly charges in question until the issue is resolved. We perform or you don't pay. It's as simple as that.

People

OUR FOCUS IS ON HELPING YOU AND YOUR TEAM SUCCEED WITH A PROFESSIONAL IMAGE.

At UniFirst, we believe that by empowering our Team Partners at all levels to solve customer issues, we better satisfy your needs, foster our family culture, and create an atmosphere of employee contentment and pride. Empowering our staff has led to enhanced customer service levels and helps drive our company's continuous success.

Core Values

From the beginning, UniFirst was dedicated to hiring only "Team Partner" employees who shared our founding Core Values—those who consistently conduct business with a:



Customer focus



Respect for others



Commitment to quality

Our Essentials of Service

Our staff, individually and collectively, commits to following our "Essentials of Service," which can be summed up in three main ideas:

1. We must always strive to understand each customer's unique needs in order to deliver service that exceeds their expectations.
2. We must handle any customer issues or concerns quickly and resolve problems immediately.
3. We are all responsible for improving customer satisfaction.

Employee Tenure

You and your team will benefit from the highest employee tenure in the industry. Their experience means a continuous commitment to you.

Average Tenure with UniFirst:

- Route Representatives – 9 years
- Service Staff – 15 years
- Top 100 Managers – 20 years



14,000 UniFirst Team Partners bring their **best to work each and every day** for the benefit of their customers.

Products

TOGETHER, WE'LL SELECT THE UNIFORMS AND SERVICES THAT MEET YOUR NEEDS.

From industrial uniforms, career wear, and image apparel to highly specialized protective clothing, casual wear, and floorcare products, the breadth of our product line is unmatched.

Brands

Innovative styles, comfort, wearability, and value have made UniFirst uniforms and workwear popular nationwide across all types of industries. By manufacturing our own work clothing, we ensure your uniforms truly fit the way your team works. And we also offer other leading brands like Wrangler®, Dickies®, Nike®, Fashion Seal®, and Red Kap®. So no matter what your uniform and ancillary product needs are today—or what they may be tomorrow—you can count on us to deliver.

Selection

We recognize that your employee uniforms and facility service product needs are unique. And no supplier in our industry has a broader range of expertise than UniFirst.

- Over 40,000 product stock keeping units (SKUs) in inventory at all times
- More than 300,000 SKUs in total
- Garments customized to your brand specifications
- High-resolution garment emblems, embroidery, and screen printing

Our extensive inventory and capabilities help us set up and install your initial account and dress new employees throughout the year more quickly than other suppliers. It's all part of our unwavering commitment to help empower your workers, enhance your business image, and help you effectively communicate your company brand.



Quality

We manufacture our exclusive Job-Fitted Work Clothes® in ISO 9001-certified facilities, so you can always be assured of consistent high quality. Our products include the most important garment features, benefits, designs, and fabrics as defined by our customers.

Park Street
by UniFirst

Armorex FR
by UniFirst

Armorex COOL
by UniFirst

Spotlite LX
by UniFirst

SofTwill
by UniFirst

Uni SCRAPER

Comfort First

Great Impressions 2.0
by UniFirst

Comfort Plus

BRZZZE WEAVE
by UniFirst

UNIMOP

UniWeave
Soft Comfort
by UniFirst

UniWear

UniSport
by UniFirst

Service

IT'S ALL ABOUT OUR COMMITMENT TO YOUR TEAM AND YOUR COMPLETE SATISFACTION.

We believe in creating and maintaining local service infrastructures at all of our locations that are second to none. We also invest in technology and innovation for every aspect of our business to meet your current and future needs. It's this emphasis on our service systems and the responsiveness of our support team that sets us apart from competitors.

Getting Started

Our service commitment to you and your staff begins long before any program deliveries are made.

- Our consultative Customer Needs Analysis helps determine the right workwear and ancillary products to meet your team's needs.
- We make recommendations for how to best maintain, improve, or establish a new business image for your company in the most cost-effective manner.
- We schedule "Try-for-Size" on-site fittings for every wearer to ensure a perfect uniform fit.
- We thoroughly review all aspects of your new managed program prior to our seamless program installation.

Triple-Pro Service Team

Unlike other providers, when you choose UniFirst, you get three dedicated service professionals working on your account at all times. This helps ensure that you consistently receive the quality products and services your business deserves, and that you always get quick resolutions to any concerns you may have.



Route Service Representative keeps your program running smoothly week in, week out



Service Manager ensures you're consistently getting everything you need, when you need it



Customer Service Representative stands ready to provide personalized assistance



"Closed Loop" Tracking of Service Requests

To guarantee quick resolution for your service requests, we use a centralized, closed loop, computerized tracking system called Request for Customer Action. With this automated tracking and resolution process, issues will never fall through the cracks.

- Records all issues for follow-up within 24 business hours
- Assigns clear accountability for actions
- Maintains a history of requests and actions taken
- Closes the request only after your satisfaction is confirmed

Report Cards

At UniFirst, we're always measuring your service and satisfaction levels to ensure that everything lives up to your expectations (and our guarantee).

- Face-to-face "goodwill" visits with your local service manager
- Performance report card service ratings (99% service satisfaction*)
- Wearer satisfaction survey cards

99% of customers are "satisfied" or "very satisfied" with our service.*

* FY 2020 UniFirst Customer Goodwill Surveys.

We **press** all of our work shirts and lab coats at no additional charge as a **value-added service**.



In addition, we offer these ongoing conveniences:



On-Time Deliveries, No Shortages

We guarantee your uniforms and facility service supplies are delivered as expected and on the agreed-upon schedule. And we maintain extra inventories at your local UniFirst servicing center to help make sure your employees are always in uniform, able to perform their jobs, and looking their very best. To help eliminate shortages, we scan or count all your turned-in garments:

1. **Upon pickup at your facility**
2. **After processing and sorting**
3. **When loading into the delivery truck**
4. **Upon delivery**



Automatic Mending and Repairs

Our Automatic Mend System provides a comprehensive, 10-point inspection of every garment every time it's processed, ensuring any needed repairs are proactively taken care of before you have to ask.



Automatic Garment Replacements

Our Change-As-Needed System includes automatic replacement of garments before they become so worn as to impact either appearance or function.



Fast Outfitting of New Employees

We provide next-delivery outfitting of new employees for all standard garments and sizes.



Size Exchanges

We recognize that not every employee remains the same size over time, so we provide clothing size exchanges whenever necessary.



Easy-to-Understand Invoices

Our invoices are designed to be easily read so there are never any unclear or "surprise" charges.

UniFirst



Managed Uniform Services

A full-service UniFirst uniform rental program goes well beyond basic workwear deliveries and takes care of all of your work apparel needs for one low weekly fee per employee. For about the cost of a daily cup of coffee per wearer, you receive:

- Initial sizing and outfitting (“Try-for-Size”)
- On-hand inventory
- Regularly scheduled pickups and deliveries
- Hygienic laundering and maintenance
- Garment quality inspections
- Automatic repairs and replacements
- Professional pressing and finishing
- Size adjustments as needed
- Garment tracking reports
- Confirmation of orders
- Full program management



Facility Service Programs

UniFirst facility service programs provide cost-effective floorcare, restroom, ancillary, and cleaning products to create a safe, attractive, and more productive workplace. And you never have to worry about running out of these items because we provide scheduled usage-based services:

- Deliver freshly laundered floor mats, mops, towels, and wipers
- Pick up soiled items for hygienic laundering and quality checks
- Replenish soap, hand sanitizer, air freshener, and ancillary supplies
- Restock hand towels, toilet paper, and other paper items
- Inspect product dispensers to ensure all are working properly
- Monitor product usage levels to recommend any changes in quantities

Join more than 2 million people who wear UniFirst workwear every business day, and discover The UniFirst Difference for yourself.