



# Business Image **SOLUTIONS**

for Contracting & Trades Industries

UniFirst **U1st**



UniFirst knows the critical importance of the contracting and trades industries to the health of the economy. Construction workers, masons, HVAC contractors, plumbers, electricians, excavators, and other tradespeople contribute tangible value to all of our lifestyles.

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 materials costs and insurance liability fees; aggressive project pricing from an ever-growing number of competitors; a consumer shift to "do-it-yourself" and big box retailers; and the constant struggle to keep up with safety regulations and employment laws.

You have a handle on your big business issues. But how about some of those smaller, less obvious needs that are just as important to long-term success? Things like making sure customers can instantly recognize your employees; enhancing your professional business image; boosting team spirit and motivation; keeping jobsites secure by easily identifying authorized employees; and making sure employees wear the proper protective clothing for the work at hand.

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, protective wear, and specialty garments for all your associates whether they're full- or part-timers, laborers, installers, technicians, office staff, supervisory personnel, or front-line sellers. And our flame resistant (FR) and high visibility apparel helps keep workers safe and employers in compliance with on-the-job safety standards. 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 services 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.

## 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
- Microfiber mops
- Towels and wipers
- Air fresheners
- Hand soaps and skin care products
- Hand towels and sanitary tissues
- Safety products and PPE
- Cleaning solutions and dispensing

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



**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.

