

Are Uniforms an Effective Marketing Tool?

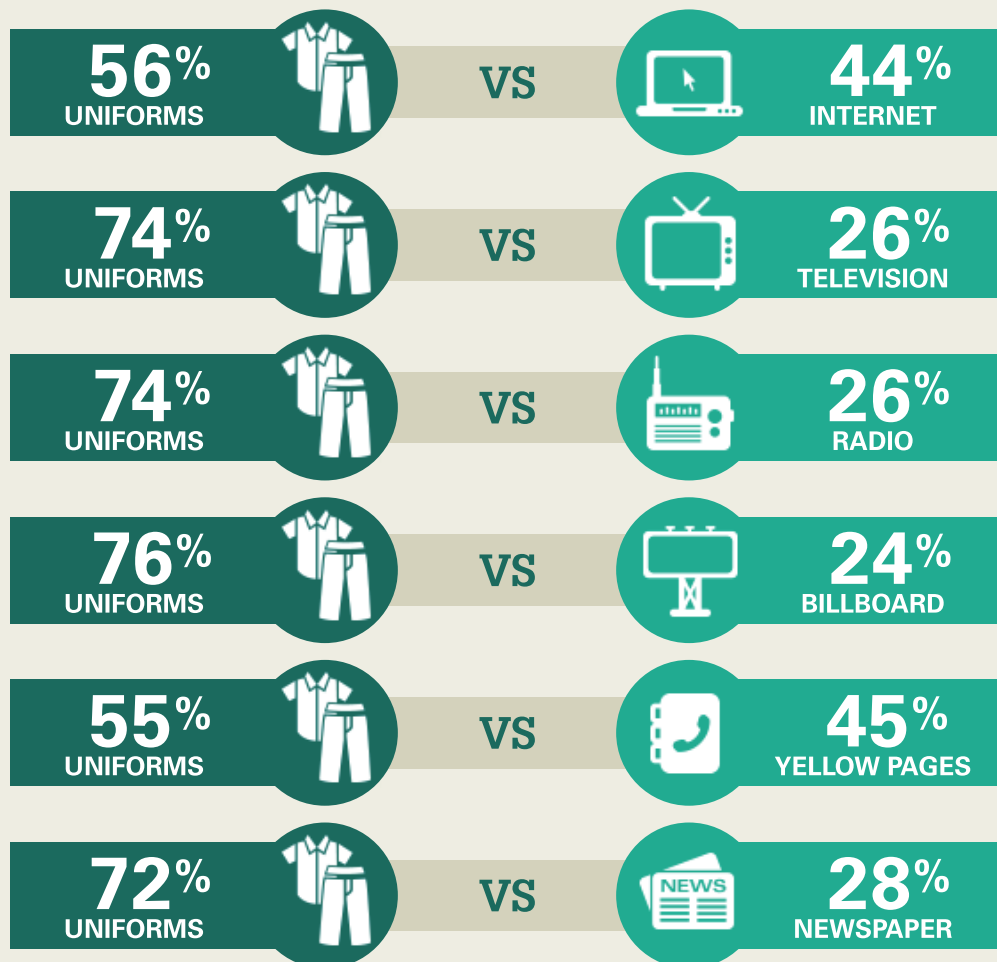
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A recent study showed that across many industries, uniform programs are considered a more effective advertising and marketing tool when compared with some of the most popular forms of advertising. That's because customized, image-enhancing uniforms deliver positive impressions to the most important audience—your current and potential customers.

Read the full report at unifirst.com/advertising



Source: *Are Uniforms an Effective Marketing Tool?*,
Ashwini K. Poojary, Sawyer Business School, Suffolk University
N=267, P<0.05