



The Essential Guide

To Uniform Programs

SITEX
SINCE 1961 *The Image Makers*

Contents

Introduction	3
Is a Uniform Program Right for your Company?	4
Branding and Advertising with Employee Uniforms	6
How do Uniform Programs Create Efficiency?	7
Uniforms Keep Employees Safe form Hazards	8
Save Time and Money with Rental Uniforms	11
Conclusion	12



Introduction

Your image tells the world who you are.

Collaborating with a uniform company will provide your business and its employees a professional image that best represents your brand. The benefits of uniform programs are endless. In this guide, you will learn:

- If a uniform program is right for your company
- How branding and advertising on a uniform provides a competitive edge
- Using uniforms to increase efficiency and unity in the workplace
- Selecting a uniform that promotes a safe work environment
- Maintaining quality and solving for lost items through a rental program



Is a Uniform Program Right for your Company?

In today's business world there are lots of products and services every company needs in order to operate successfully. Most companies utilize software, lead generation assistance, a cleaning service, someone that delivers office supplies, etc. That list goes on and on.

However, have you ever considered uniforms as a necessity for your company? Many say, "I can't afford it," "I don't have a large enough business," "My industry requires certain stipulation on my employee's clothing." At SITEX, we are happy to inform you that having uniforms does not have to strain your budget and you can solve for your employees safety requirements. Consider this...



- **Uniforms are affordable!** Whether you are looking to rent clothing and have it processed and cleaned it each week, or would rather purchase custom apparel for your employees, there are programs to fit your budget.
- **Uniforms are mutually beneficial to the company and the employee!** The company gains community exposure, promotes safety, and provides an added benefit to being an employee at your company. The employee gets standardized clothing to wear to work, they save time not having to pick out clothes each morning, and they save money not having to go shopping for work clothes.



Life is full of Options!

Take the first step toward managing your company's image and maintaining a consistent customer experience.

Please take a look at the latest uniform catalog to find the dress code that best represents your brand.

[Download the Latest Version of our Product Catalog](#)

The Essential
Guide to Uniform
Programs

- **Uniforms are free advertising!** Imagine having a billboard advertisement all over town. One at the grocery store, one at the gas station, and one anywhere else imaginable. That is what you get when your employees are outfitted in a proper uniform program. Your company name and logo are seen everywhere they travel throughout the day. Think about all that extra exposure your business will receive by just having your employees in a top quality uniform program.

- **Uniforms and custom apparel are beneficial for both large and small businesses!** Whether you are a Fortune 500 company or a small 2 man shop the right uniform program and custom apparel can help show the world that you are organized and care about your image. A unified look shows your customers that you are proud of your company.

No matter what kind of business you are, there is a uniform program out there to fit your needs, style, and budget!

Branding and Advertising with Employee Uniforms

First impressions are formed in seconds. The right uniform ensures your brand image will be enhanced from the first smile or handshake. Image programs provide a look and feel that your company is top notch from the bottom up.

If you're debating putting your logos or advertising on employee uniforms, think no further. Numerous studies have shown that advertising on uniforms can create and maintain brand awareness and brand identity. This creates a positive brand image, which can directly influence consumer sales. Within industries where uniforms are commonly used, a study conducted by Ashwini Poojary (*Suffolk University*), uniforms have been proven to be more effective for advertising than the Internet, billboards and news advertising.

Consumers prefer seeing company logos in certain industries over others, but that doesn't mean that everyone can't benefit from wearing their logos. Having a visible employer logo on a work uniform leads to the perception that employees are more easily identified, more trusted, seen as more knowledgeable and more courteous by consumers, as opposed to those in similar industries not in uniform. Consumers also agreed that they would be at least slightly more likely to buy from someone in uniform, as opposed to someone not in uniform.



How Do Uniform Programs Create Efficiency?



If you're considering uniforms for your business, [SITEX](#) can help you leverage the benefits of investing in uniforms and offer you the best uniforms for your industry.

Get an Expert Evaluation for your Uniform Needs Today!

Uniforms allow us to easily identify people who work in specific industries, but they also lend a sense of professionalism to the job at hand. Uniforms can also make the wearer feel as if they are part of a unique group, which means he or she may feel more enthusiastic about their job, improving performance and productivity. Take a police officer and doctor as examples: you don't have to run down the street shouting for an officer, you can easily see them, and a doctor's attire can convey trust.

Uniforms also remove the need for individualized clothing while on the job. While this may sound like a bad thing, as if you're removing someone's individuality, consider clothing in a different way. Aside from expressing personality, looking at someone's clothing is an often used way to estimate someone's social class. This type of snap judgment in the workplace may be unconscious, but it can create tension and jealousy among coworkers. Removing the need for individualized outfits can contribute to healthier colleague relationships, eliminating social barriers, and lead to a better, more productive work environment. For some individuals, a more casual dress code that allows employees to choose their own work clothing can also lead to a more casual attitude toward their work, decreasing productivity. Also when considering uniforms for your business, it's also very important to consider uniform fit and comfort. An itchy or ill-fitting uniform can be very distracting to an employee, and reduce productivity.

Uniforms Keep Employees Safe from Hazards

If your staff works in hazardous conditions, it is critical to ensure that all safety measures are met. Keeping your employees safe and comfortable against the elements or any hazards in the workplace is the first factor when considering for a uniform program.

High Visibility Clothing Regulations and Safety Prevention

Reflective clothing is important, especially during the fall and winter, where the sun often sets before the official workday is over. Many people also work at night, or in areas that are near moving vehicles and equipment. For those working in dangerous environments, being visible is so important that the [Occupational Health and Safety Administration](#) (OSHA) requires that workers in highway, construction or high-risk zones (including areas with vehicles moving faster than 25 mph, mines and excavations) be appropriately attired in clothing that makes them highly visible.

The *International Safety Equipment Association* (ISEA) has specific standards that need to be met for the safety of all workers, but particularly by those who are working near or with moving vehicles or equipment. The *American National Safety Standard* (ANSI) and ISEA worked together to divide garments into Performance Classes, depending on the total clothing area's ratio to the retroreflective material featured on it. The amount of high-visibility material increases in each performance class, so a Class 3 garment would make a worker more visible than a Class 1 garment. Each class also outlines which working environment requires each grade of clothing. Those working in Class 1 activities may be working in an area that is relatively low hazard, but still need to be seen. Class 2 materials work near vehicles moving up to 25 miles an hour, and Class 3 is everything with vehicles moving faster than 25mph, like highway construction.

BACKGROUND MATERIAL OF HI-VIZ Yellow, Orange or Red	CLASS 1 SQ IN	MIN WIDTH IN	YDS#MIN	CLASS 2 SQ IN	MIN WIDTH IN	YDS#MIN	CLASS 3 SQ IN	MIN WIDTH IN	YDS#MIN	CLASS 4 SQ IN	MIN WIDTH IN	YDS#MIN
COMBINED WITH	310"			775"			1240"			865"		
Retroreflective (Silver) Tape	155"	1"	4.31	201"	1.375	4.06	310"	2	4.31	109"	2	1.52
OR												
Comb-Performance Tape w/o Background	310"	2"	4.31									
APPLICATION FOR EACH CLASS	-Full attention to traffic -Workers are separated from traffic • Parking lot attendants • Cart retrievers • Sidewalk maintenance • Delivery drivers			-When tasks divert attention from traffic -Complex backgrounds • Roadway workers • Survey crews • Utility workers • Crossing guards • Baggage handlers • ERS • Law enforcement			-High task loads near traffic -Wearer must be conspicuous as body • Roadway workers • Survey crews • Utility workers • ERS			-Pants only Combine with Class 2 shirt for Class 3		

Other Requirements:

- All classes must have contiguous areas of reflective material encircling the torso.
- Coverall and bib overalls will have contiguous areas of reflective material encircling each leg.
- When multiple bands are applied they must be spaced a minimum distance equal to the width of the bands.
- When reflective materials are placed horizontally near the bottom of a jacket, vest or poncho, they shall be at least 50 mm above the bottom edge of the garment.
- When bands are placed on the sleeves, they shall encircle the arm, and be placed at the same height as the material on the torso.
- Upper (arm) bands will be between the elbow and shoulder, lower bands must encircle the arm at least 50mm from the bottom of the sleeve.
- Bands on pantlegs shall be placed at least 50mm above the hem and **no more than 350mm** above the bottom of the leg.
- Gaps in the reflective material to enable fastening shall be no more than 50mm horizontally.

Changes for ANSI/ISEA 107-2004:

- Provides minimum requirements for headwear.
- Specifies that a sleeveless garment does not meet Class 3 when worn alone.
- Emphasizes that garment selection should be based on work environment, task load, and separation of the worker from moving vehicles.
- Removes references to vehicle speeds as a basis for garment selection.
- Requires manufacturers to provide documentation that garments meet all requirements of the standard.

Source: ANSI for Dummies by [Reed Manufacturing](#)

Terms to Know When Shopping Flame Resistant Clothing

•**Arc rating:** Arc is the energy necessary to pass through any given fabric, with a 50% probability of 2nd or 3rd degree burns. The higher a garment's Arc rating, the higher protection that piece of clothing grants to the wearer. This is named for the Arc Flashes which these garments are designed to protect against.

•**Arc Flash:** An explosive release of energy caused by an electrical arc. Temperature can reach up to 35,000 degrees Fahrenheit during an Arc Flash. More than 2,000 people a year are admitted to burn centers as a result of these flashes.

•**ATPV:** Arc Thermal Protective Value: The Maximum incident energy that protective equipment can be exposed to and prevent 2nd degree burns for the wearer.

Flame-Resistant Uniforms

Flame-resistant garments are essential for work in industries where employees will be exposed to highly combustible materials. However, two of the largest problems contributing to the large number of people admitted to burn centers as the result of Arc Flashes (over 2,000 a year. See more information to the left) are due to employees incorrectly wearing flame resistant clothing, or having ill-fitting flame resistant clothing. Poorly fitting garments mean the worker is susceptible to having their mobility reduced, and garments that are too loose become a safety hazard. Improperly worn garments are also risky, with un-tucked or unbuttoned shirts leaving skin exposed. If these garments will save someone's life, why wear them incorrectly? Most of the time, these garments are uncomfortable.

In the past, flame resistant clothing was itchy, hot, uncomfortable, and unable to adequately wick moisture away from the body (adding to worker discomfort). Flame-resistant fabrics are typically made of polyester, which in addition to discomfort, wasn't always able to stand up to high temperatures. Polyester would melt, thereby negating its protective qualities. New technological advancements, like Bulwark's "Amplitude G2", have led to the increasing availability of double-layered garments, which allow for more breathability and comfort, reducing the risk of improperly worn garments while still providing all the protection you would need while working.



Keep your employees safe from hazards and the elements!

No matter what type of uniform you need, we've got you covered! We carry enhanced and hi-visibility for construction and road crews. Flame resistant garments to provide safer working conditions against electrical ARC flash burns.

Please take a look at the latest uniform and linens catalog.

[Download the Latest Version of our Product Catalog](#)

What makes SITEX's flame-resistant uniforms different than our other work uniforms? It's the fabric and the way in which we process and launder them. We purchase the highest quality flame-resistant uniforms then process and launder them in a way that protects the flame-resistant qualities for the life of the garment.

All the garments that SITEX carries fill standards set by the American Society for Testing and Materials and the National Fire and Protection Association's Standard on Selection, Care, Use and Maintenance of Flame Resistant Garments (NFPA 2113 2007). FR garments come with three measurements, ARC rating, HRC level and ATPV, which demonstrate their level of protectiveness for humans. The higher the HRC, Arc Ratings and ATPV ratings, the more protective a garment will be. All garments deemed flame-resistant are initially treated with gaseous ammonia, which gives them FR properties.

Save Time and Money with Rental Uniforms



[Request a Quote Today!](#)

When taking on a uniform rental program, many are concerned about the cost of lost items during laundry service.

It is important when selecting a service, to pay close attention to the process an organization uses to track items. For example, SITEMX utilizes a detailed tracking process for loss prevention.

- **Barcodes & RFID Chips** – Each of your garments are barcoded or chipped with and RFID chip. These barcodes give us lots of information to be able to help you locate missing pieces or when repairs and mends have to be made to your garment. From these barcodes and RFID chips, we can tell exactly what garments are assigned to you, how many times those garments have been washed, when the last time you turned in each individual garment was, and what pieces are scheduled for your next delivery. This helps us locate items when something is missing and helps us to better serve you.
- **Your rental uniforms are counted 4 times per delivery cycle** – To ensure reduced shortages, each and every single garment is counted 4 times during each delivery cycle. This allows us to provide you with valuable information on the status of each of your garment and to make sure you get back what you turn in. Your garments are counted at customer pick up, after they are laundered and finished, before loading for delivery, and at customer delivery. Each and every time your garments are counted at this 4 point process and then the cycle begins all over again.
- **Repairs done right and before you have to ask** – many repairs are made before you even have to ask. We ensure your garments are in tip top shape with the 10 point collar to cuff weekly inspection. This inspection covers 10 points on your shirts and pants. Shirts are inspected for overall cleanliness, identification tags, shoulder panel, collar, emblems and pockets, sleeve, button and front button panel, underarm & side seams, cuffs, and the back panel. Pants are reviewed for overall cleanliness, buttons & fasteners, pockets, side seams & inseams, hems, rear seam, under seam, zipper, waist band & belt loops, and the identification tags. Making sure every inch of your uniforms are reviewed for mending needs.

Conclusion

Uniform programs play an important role in executing a successful brand image. When collaborating with a uniform and custom apparel company, you can ensure that your employee's needs are met and in turn, increases your customer's trust in their services.

It goes without saying that safety is the number one priority and it is important to select a uniform that fits your company's unique circumstances in the workplace. By following regulations and considering your employee's comfort, the company benefits from a happier and more efficient work environment.

Now that you have identified that a uniform program will benefit your business, the next step in the process is to select a uniform provider that will maintain the garment quality that your employees expect and deserve. Be sure to review laundry services and their garment loss prevention plan. By carefully reviewing these factors, it will save you time and money and lead to a successful uniform and/or custom apparel program.



THE IMAGE MAKERS... A phrase we live by here at SITEX. The image of your company is everything and we want to make sure that your company is portraying the correct image to your customers. *Promoting your company, encouraging safety, and instilling trust in your employees and the community you serve is what we are here to do.* In the wild an animal tells who they are by their stripes, spots, feathers, and colors – **A Uniform Tells Who You Are.**

Identity is something nature creates instinctively in the wild. Creating identity for your business doesn't have to be challenging. Since 1961 we have been here to guide you in making the best decision for your company regarding uniforms, linen, custom apparel, mats and mops, & restroom and hygiene services. *Our company has strived to be the very best* – not necessarily the biggest – provider of uniform and linen services, mats, mops, custom apparel, promotional items, screen printing, embroidery, and restroom & hygiene services. From the shop floor to the top floor, we've got you covered every step of the way.

We want to be your single source for uniform, linen, and facility services. For three generations, we have been **100% committed** to providing our customers with the best products and quality services available in the industry. Serving four states from five locations, know that we have the size needed to properly serve you, but that hometown feel to always know you.

**Get an Expert Evaluation for
your Uniform Needs Today!**