

The Uniform Buyer's Guide

5 Steps to Ensure Best Value & Happy Staff



W A T E R F R O N T
M A N U F A C T U R I N G L T D

CORPORATE, UNIFORM & WORK CLOTHING

Contents:

Page 3:

Selecting the right uniform to make a great first impression

Page 4:

How to Choose the Right Uniform: Five important steps to choosing the right uniform for your team

1. Choosing a fabric for your uniform

Page 5:

2. Choosing the style of your uniform

Page 6:

3. Care and Cleaning of Corporate Clothing

Page 7:

4. Give yourself time to get it right

5. Finally and most importantly you need to choose the right supplier

Page 8:

a) Ensure Only Quality Fabrics Are Used?

Page: 9

b) Is There A Quality Control Process?

Page: 10

c) How Wide Is The Range And Is It Customisable?

d) What Are The Costs and Delivery Times Involved?

Page: 11

e) Delivery Options

Selecting the Right Uniform to Make A Great First Impression

Dear Uniform Buyer,

My name is Alan Jenkinson, and I'm the MD at Waterfront Manufacturing.

After over 25 years of supplying uniforms to businesses and public bodies, I thought I'd compile this guide to help you obtain the very best value possible from your uniform budgets. I also want to help you ensure that your staff are as happy as possible with the clothing they wear virtually every day.

When it comes to deciding what clothing is acceptable for your staff to wear within your business, there is a lot more flexibility and choice available today than there used to be. Dependant on the job the wearers need to carry out, anything from a corporate suit to polo shirts might work for them.

But remember, the first impression your staff make will last in the minds of their co-workers and customers, so let's help them dress appropriately and dress to impress!

I hope you enjoy this guide!

Kind regards,

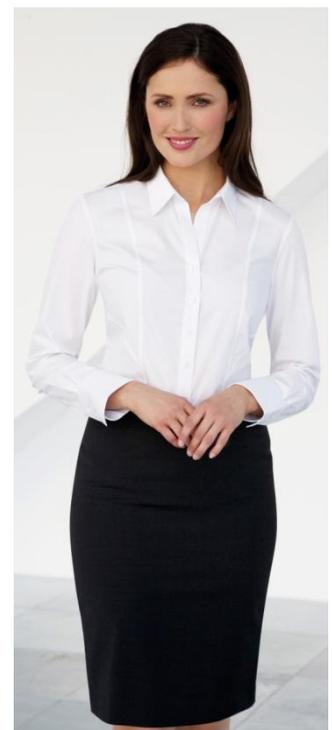


Alan Jenkinson



5 Key benefits to wearing a professional, top quality and well made uniform

1. **Added confidence.** Nothing gives you that added boost of confidence like a clean, branded, professional uniform can give you. When you look the part, your behaviour and activities tend to pick up and match the image you're projecting.
2. **Professionalism.** Having all of your staff in branded work uniforms gives your organisation that extra bit of credibility and professionalism that is needed in today's world. It displays your commitment to excellence and helps build customer loyalty.
3. **Removal of risk and uncertainty.** One of the biggest benefits of a uniform, especially to directors and managers, is the removal of anything negative happening on the clothing front. No longer will you run the risk of



an employee testing out the latest fashion trend while representing your organisation.

4. **Being part of the team.** Having the same uniform for all your staff members not only increases their pride for the organisation they work for, but will also make them feel part of a team environment leading to greater collaboration and synergy.
5. **Simplifying the start to the morning.** Another benefit is your staff members will no longer have to think about what to wear to work, removing any stress or worry they may have about being judged for their fashion sense or lack thereof.

Remember, uniforms don't have to be exactly the same and remove all the personality from your staff. At Waterfront Manufacturing we provide workwear, leisure wear, tailoring and everything in between. Our wide range of styles and fabrics gives you the ability to have the right uniform that makes your staff feel like they're part of the team, while at the same time still having a sense of style and personality.

How to Choose the Right Uniform

Five important steps to choosing the right uniform for your team:

1. Choose the weight and durability of the fabric required for your uniform
2. Choose a colour and style of workwear you want
3. Decide if you want Dry Clean, Easycare or Washable clothing
4. Give yourself time to get it right. Build in time for fittings/sampling etc. Then set a date for your team to start wearing their wonderful new clothing
5. **Most important:** Choose your supplier carefully. Get references from their existing clients, even if they're not in the same sector as you, and ask about levels of stock and their experience in the supply of staff uniforms and work wear.

1. Choosing A Fabric For Your Uniform

You can't make great work clothing without great fabric. At Waterfront Manufacturing we want to keep it simple: we give you a choice of the finest fabrics, all specifically designed for work wear and finished to industry-leading standards across our range. What is more, all our fabrics have been tested in the laboratory and, more importantly, in the field (a rigorous test by real people at their place of work).

It might sound simple, but so many uniform suppliers don't do this, preferring instead to just use the cheapest and most inadequate of fabrics.

We believe it is worth a little more effort and expense to use high quality fabrics for the following reasons:

- - long lasting performance
- - greater crease recovery
- - greater abrasion resistance
- - increased comfort
- - less pilling
- - beautiful looks



We can provide you with more information about our fabrics when you choose the type of garments you need. For extra help, contact us and we will happily talk you through the options available.

2. Choosing The Style Of Your Uniform

Every business or public sector has a different style requirement. That's why we offer a range of different styles in each of our clothing collections.

You see, style really matters in your organisation. The right style of uniform can flatter and enhance your employee's finer features. So, in order to get the most from your corporate clothing and staff uniforms, each wearer should choose the style that makes the most of their height, weight, etc.

Good quality work clothing makes us mere mortals look great and feel confident. What more can you ask from your work wear?

Selecting the right colours for your staff

Our advice is to choose a professional looking colour that flatters most shapes and skin tones; namely navy, grey or black. These come in either plain or with a stripe or pattern.

- Navy has always been a staple part of corporate dress and is easy to accessorise. For Corporate wear try a navy with a multi stripe to ring the changes. Black is always striking and looks modern and stylish when worn in the right environment and with complementary accessories.
- Charcoal is back (it never went away in France), and looks great with whites, blacks, lilacs and our beautiful pink shirts and blouses.
- If in doubt keep colours sympathetic (navy sweatshirt /light blue polo shirt). If it works, try contrasting colours (navy /pink and blue stripe).

How many items are needed for professional corporate wardrobes?

Ideally work wear should never be worn on consecutive days. That means you should have a minimum of three tunics/polo shirts/sweatshirts , two jackets and three trousers/skirts and five shirts/blouses (don't buy skirts if you only wear trousers, buy another trouser instead). An adage we use is 'one on, one off and one in the wash'.

3. Care and Cleaning Of Corporate Clothing

Dry clean only, Easycare or machine washable? 40° or 60° wash? The choice has never been greater.

Make sure you know what you need from your uniform. If you your employees will be washing their own uniform you will need to pick easycare and washable garments so that they last as long as possible.



Likewise if for example you are in the healthcare industry will your uniform need to be washed at a higher temperature? If so then choose your fabric accordingly.

Daily care instructions

To get the best from your uniform, rotate your garments daily. At the end of each day hang it up - on a good hanger - with space around the garment. Our workwear garments are made from workwear fabrics that will outlast any retail clothing but will still benefit from being properly cared for.

Retail/Store Bought vs. Clothing designed for the challenges of work.

No matter how good retail clothing looks in store the fact is that it is made to a totally different standard to that of our work wear.

Take our fabrics for example; all fabrics are rub tested on a 'Martindale' machine. This machine rubs two pieces of the same fabric against each other until they start to fail - similar to that of the rubbing a pair of trousers has to endure. For the retail tailored clothing market the standard test is 15,000 - 18,000 rubs & while this sounds impressive, all of our tailored work clothing fabric tests continue to 40,000 - 50,000 rubs and our very latest fabric are tested to a previously unheard of 70,000 - 80,000 rubs.

So when you consider the price of retail tailored clothing vs. that of our own tailored clothing you may be inclined to go for the cheaper retail option but the truth is that, if cared for, our range will outlast retail clothing 3:1, therefore offering you considerably better value for money.



This demonstrates that it is often more important to look beyond the price tag, as something cheap very rarely offers best value for money.

Washcare instructions

While we offer a large range of washable clothing, whichever option you choose the clothing will give great service if the care instructions are followed. These can be provided and will greatly increase the longevity of the clothing.

4. Give Yourself Time To Get It Right

When organising staff uniform it is always best to allow yourself enough time for sampling, sizing and the setting up of logos.

We would suggest giving yourself 4-6 weeks before the uniform needs to be worn. This gives you enough time to sample the garments, work out the sizes you need and setup/sample any embroideries or prints that you would like to have applied to your uniform.



Also bear in mind that once embroidery has been setup and approved it can take 2-3 weeks for your order to be embroidered depending on the size of your order.

Giving yourself time also allows you to deal with any unforeseen problems that might occur. The last thing you need is added stress because a problem has cropped up when you've already set an unrealistic roll-out date.

Make a check list to make sure you don't overlook any important issues. In the long run it will save you time, money and everyone's effort.

5. Finally and most importantly you need to choose the right supplier

From Workwear to Corporate Wear, Waterfront Manufacturing has the experience and expertise to meet your clothing needs calmly, professionally, and as cost effectively as possible!

5 Things You Should Know When Choosing Uniform Suppliers for Your Business

- a) Check the quality of the fabrics being used for your uniforms as some suppliers will only use the thinnest and cheapest to keep costs down. However by using a poor quality material it is more likely your garments will fade or tear, which means they will need replacing more quickly. By using high quality fabrics that are dense enough to meet the demands of work, your garments will last longer and save you money in the long run.
- b) Do they use quality control processes to ensure the highest levels of performance? You want to make sure that when you finally receive your order all the garments are in good order. There is nothing worse than having to have items replaced because they were sent out in a poor state. At Waterfront our quality control process means that we check each garment and never send out a substandard garment in your order.
- c) How wide is their range and is it customisable? Some suppliers only offer a limited range and if you need something that doesn't come in that range they will tell you it can't be done. At Waterfront Manufacturing offer a large range of over 30,000 garments. So if you want a particular colour or combination of colours we go that extra mile to find it for you so you get exactly what you want.

- d) What are the costs and delivery times involved? At Waterfront we quote for all our orders and make sure we show you all the costs up front. These include decoration costs for embroidery or printing as well as delivery costs. We will always endeavour to give you a competitive price and won't add on extra surcharges without consulting you first.
- e) Delivery options. Will your supplier deliver a bulk order to you or will they pack each order in an individual box for each wearer. Or if you'd like a bulk delivery would you like the wearer's names on a label on each garment? What helps you should be in the forefront of their mind. At Waterfront we offer all of the above delivery options plus part deliveries to different addresses. We want to make it as easy as possible for you to distribute your uniform to your staff to save you time and money.

a) Ensure Only Quality Fabrics Are Used

Using the right fabrics is one of the most important factors when it comes to work clothing. It's where the whole uniform process starts and it's vital to get right in order to ensure a quality garment at the end. However, not all **uniform suppliers** are able to use quality fabrics due to (a) the costs involved (b) sourcing the right mills and suppliers to work with and (c) the suppliers dedication to quality products.

At Waterfront Manufacturing we keep things simple - we only choose work clothing made specifically for the work environment with industry leading standards.

This means our collections offer:

- Increased wearer comfort. There's nothing worse than working in uncomfortable clothing. If the fit isn't right clothing will stretch and is likely to wear more quickly. This means you have to replace them more often. All our clothing is designed by well established brands with years of experience in making hardwearing but comfortable work clothing.
- Longevity of wear. It's true to say that quality costs a little extra but always remember that a work wear garment will outlast a retail suit 3:1 so an extra initial expense will go a long way and save you money in the long term.
- Unrivalled performance. Consider the lifespan of the garment before comparing prices against an inferior brand. Our clothing is specifically designed for work and being washed week after week and will stay looking new for much longer than a retail garment.
- Greater crease recovery. A more technically advanced fabric will give you better crease recovery and keep you and your staff looking smart for longer, improving your image. Cheap' generally looks it!



- Greater abrasion resistance -Remember that all clothing is rub tested and our work clothing range will outlast retail clothing 3:1, therefore offering you considerably more value for money.
- Exceptional levels of colour continuity. One of the biggest problems with clothing is fading over time. Our work wear is designed to keep its colour for longer and not fade like a retail's garment.

Within our website you'll find more information about all of the fabrics used for each garment and if you require more detailed information we will provide it for you.

b) Is There A Quality Control Process?

Quality control is important for ensuring consistent performance of work clothing. When selecting a uniform supplier for your organisation you'll want to ensure they have a detailed quality control process in place so you know you won't be the recipient of a poor item of clothing.

Whether it's a tailored uniform jacket, trousers, waistcoats or any other piece of work clothing, it's important for it to be tested for performance. Often other companies won't put the clothing through the right (thorough) tests to ensure quality. Our whole range is manufactured to standards such as; **Oeko-Tex Standard 100 environmental requirements, BSI compliant safety clothing, ISO etc.**



At Waterfront Manufacturing we have a quality control process in place to ensure every piece is of the highest standards to meet our clientele's expectations. We inspect each garment before delivering to our customers and if there are any flaws or problems we will get it replaced. This way you can be confident that your order will be fulfilled to the highest standards.

This also goes for our embroidery and printing. When your embroidery or print design is set up we will send you a sample for approval. We make sure that all samples are on the same colour fabric as the garments you are ordering so that you can be confident you know exactly how the design will look when embroidered on to your garments.

If you are unhappy with the sample we will amend the design and send you a new one. Only when you are 100% happy with the design and have signed off the approval form will we then go ahead and embroider your order. Not many other uniform suppliers go to this effort but we think it is the best way for you to be certain that the design is exactly how you want it to be.

Then once we start embroidering or printing your order our in-house embroidery and print team check each design and if there are any problems we won't send it to you but re-do the garment again.

c) How Wide Is The Range And Is It Customisable?

Being able to choose from a wide range of workwear will allow you more freedom to satisfy the differing needs of various job roles and working environments. The last thing you want is to be restricted to a small range with a lack of custom options. This can end with you not getting the ideal look for your business, or a look you're not completely happy with.

At Waterfront we offer a greater choice than other uniform suppliers, with over 30,000 garments available from our main suppliers, we also have a leading range of tried and tested styles and fabrics. As a professional supplier we have a large range of brands that we can source, so if you have specific requirements we can find exactly what you need or something similar.



Alternatively we can also get custom garments made for you from the manufacturers we work with. We can handle the whole process so that you can focus on your day job.

d) What Are The Costs and Delivery Times Involved?

In today's world speed is everything, and that's no exception when it comes to your staff uniform. All Waterfront Manufacturing work wear is from stock service ranges, which means we have access to stock to the value of £5 million which brings a number of benefits.

- In stock means fast delivery and no minimum reorder quantities. This means you can place an order and the garments can be with you in 1-2 days whatever the order size. This means you only pay for what you need at the time.
- Save money. No fabric to underwrite and no garment stock to pay for up front or at the end of the contract - something that is very often written into contracts with many of our competitors. You just place your orders when they are needed to help you better manage your budget.
- Your garments ultimately have a lower unit cost, as there is no unused stock to write off at the end of a contract. We and our suppliers hold the stock so you only have to order when you're ready to do so.
- Save your cash flow. No minimum order requirements means you only pay for what your hospital actually needs thus freeing up your budget and allowing you to spread your costs throughout the year.
- You have greater choice - Mix and match different ranges so wearers can choose styles and colours which make them feel and look professional and meet your needs as a hospital.



- No contract! This means that we're not tying you down and you will only continue to use us because you're very happy with our performance, service and value for money.

e) Delivery Options

We offer a number of different options for delivering and packaging your order to help you distribute your uniform to your staff as efficiently as possible. These are just a few of the options we offer:

- Pack garments in order as they appear on order so you can quickly share out your garments to your wearers.
- Pack by wearer and label garments with wearer's names.
- Pack orders in individual boxes for each of your wearers
- Send out part orders if some items are needed more urgently than other.
- Send part order to different address, ideal if you have staff working at different hospitals or clinics.



All this can be done to save you time when unpacking and handing out your uniform to your wearers.



So those are the key things you must consider before choosing a uniform supplier. Browse our range online today - to see for yourself the choices and features we can offer your organisation.

If you have a specific uniform requirement, please take advantage of a free, no obligation chat with one of our consultants. They will ask you about your mix of clothing, the likely performance standards you'll need, and also explore some of the main opportunities to drive down the costs of your purchases, so you can get better value from your budget.

There is no cost or obligation for this consultation, but it may well save you many thousands of pounds.

Simply email sales@waterfrontmanufacturing.co.uk or call 01953 718 719 to arrange a convenient time for your consultation.

Our website is www.waterfrontmanufacturing.co.uk

Waterfront Manufacturing Ltd
 Units 3-4, Cloverfield Industrial Estate
 Lopham Road, East Harling
 Norfolk NR16 2LT
 Tel: 01953 718 719 Fax: 01953 718 779