



Your Uniform Program Guide

Uniforms should make space for individuals—not erase it. Dickies® gives you the canvas, you bring the color, the texture, the story. Outfit your team in iconic workwear that reflects their personality, because expression doesn't shut off on the clock—it shows up and stands out.

When what you wear says who you are, it's **Anything but Uniform.**

WHAT IS A UNIFORM PROGRAM?

A uniform program is a way to unite your team by empowering the personality and contribution of each team member as well as efficiently managing and fulfilling their uniform requests. It eliminates the uncertainty of managing your current team uniforms and simplifies the process of quickly acquiring uniforms for new hires.

WHY DO I NEED A UNIFORM PROGRAM?

A uniform program will increase your brand awareness. It helps identify your employees to your customers and keeps your team safer on the job. A uniform program can also empower your employees by making them feel recognized and appreciated not only as a team but as individuals. This can then enhance your team's dynamics and increase their personal satisfaction and team morale.*

WHAT ARE THE DIFFERENT TYPES OF UNIFORM PROGRAMS?

Companies have different needs for their uniform programs, depending on their size, industry needs, and budget. Three types of uniform programs can meet the majority of these needs.

1. Rental / Leasing Contract with a Laundry Provider

A company contracts with a provider to supply and launder employee uniforms. Employees are not required to wash or maintain their uniforms.

2. Direct Purchase

A company purchases uniforms directly from a distributor or a retailer (in-person or online). Owned uniforms must be managed and laundered by the company or its employees.

3. Employee Purchase

Employees purchase their uniforms using either their own money or a company-funded allowance. These uniforms are laundered at home by the employee.

*** Uniforms are 50% more effective than most forms of advertising.**

ANYTHING
BUT UNIFORM



5 Steps to Uniform Program Success

Establishing a uniform program that reflects your team's personality doesn't have to be complicated. Here are 5 simple steps we'll take you through that take the work out of selecting new workwear.

① ONE-ON-ONE ASSESSMENT

We meet with you one-on-one to learn about your team and their needs.

② DESIGN A UNIFORM PROGRAM

We help you select what garments to test and who on your team should wear them.

③ PREP AND DELIVERY

We take measurements, create a timeline, and deliver your new uniforms.

④ TRIAL AND FEEDBACK

Your team wears the uniforms, styled their way, then shares how it felt on the job.

⑤ REFINEMENTS

We take your team's feedback and come back with workwear that is just right for your team.

Key Considerations for a Successful Uniform Program



EMPLOYEE'S NEEDS

Consider the employee's role, job requirements, personal style, and any safety regulations that may dictate the type of uniform needed.



UNIFORM SELECTION

Choose uniforms and fabrics that align with your brand image, industry standards, and employee comfort and sizing options. Outfit your team in iconic workwear that reflects their personalities and self-expression.



COST ANALYSIS

Evaluate the financial aspects of implementing a uniform program, including initial setup costs, ongoing rental or purchasing expenses, and potential benefits.



VENDOR SELECTION

Select a reliable uniform provider with a good track record, quality products, and excellent customer service.



COMPLIANCE & REGULATIONS

Know the legal requirements and your industry's regulations related to uniform safety and dress codes.



PROGRAM MANAGEMENT

Establish clear procedures for managing your uniform program. Determine how uniforms will be distributed, collected, laundered, and maintained.



EMPLOYEE INVOLVEMENT

Involve your employees and ask for their feedback about uniform preferences and concerns. They bring their own style. We bring workwear to support it.



FLEXIBILITY & ADAPTABILITY

Regularly assess the program's effectiveness and adjust as needed with the help of our uniform pros.



Try Us On

A Dickies uniform program doesn't just prove a fit. It proves a point. When people feel like themselves, they do more than just show up—they stand out. Click here to connect with our team or learn more at B2B.Dickies.com.

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