WORKWEAR OUTFITTERS



HOW TO TURN UNIFORM PROGRAMS INTO REPEAT REVENUE STREAMS

One sale is good. Repeat sales are even better. **Uniform programs** are a lucrative way to generate **recurring revenue** while building long-term client relationships – and they're easier to sell than you might think. Discover the **top markets to target**, **in-demand uniform styles** today's teams actually want to wear and **proven sales strategies** to help you close deals and keep the repeat orders rolling in.

Uniform Programs by the Numbers

Think uniforms are a small sales opportunity? Think again. Uniforms and workwear represent a massive sales opportunity for distributors. With **billions of dollars of recurring revenue** on the table, it's time to take a closer look at this common customer need.

23% of employees wear a uniform to work, per a 2023 Gallup poll.

The total workwear opportunity is over **$20 BILLION**, per 2023 Gallup research.

Over **$8 BILLION** of workwear is purchased through distributors like you, per an internal Workwear Outfitters Foundation study.

Why Uniform Programs Mean Repeat Revenue

The best part about selling uniform programs is that the sales don't stop after the first order. Unlike one-off apparel projects, uniforms are an **ongoing business necessity**, creating opportunities for **repeat orders** without having to start the sales process from scratch each time.

- **New Hires:** Every new employee will need a uniform for their role and measurements, creating a consistent need for additional orders.
- **Wear & Tear:** Regular use means uniforms will need to be replaced once they become worn out, damaged or outdated.
- **Seasonal Changes:** Changing temperatures require different uniform styles, such as lightweight polos in summer or heavy-duty jackets in winter.
- **Brand Refreshes:** Updated logos and brand colors mean that entire teams will need fresh uniforms repping the company's new look and feel.
- **Employee Promotions:** New roles and responsibilities often call for different uniform styles or performance features.

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The Industries Driving Uniform Demand

Don't limit your uniform sales to industrial clients. Uniform needs extend across a **wide range of industries**, creating plenty of opportunities to expand your customer base and secure repeat orders.

- **Automotive**
- **Construction**
- **Custodial**
- **Education**
- **Food Processing**
- **Hospitality & Hotels**
- **HVAC**
- **Landscaping**
- **Manufacturing**
- **Transportation & Warehousing**
- **Maintenance**
- **Restaurants & Food Service**

Top Styles To Present Your Clients

You'll want to sell uniforms that combine style, comfort and functionality to keep employees looking and feeling their best on the job. We recommend these **in-demand styles** from **Workwear Outfitters** (asi/98258) that deliver the professional look, durability and performance today's teams need.



Red Kap® Men's Sun Protection Pullover Hoodie (S5HS-UPF-HOOD)

This versatile layer features UPF 50 protection, moisture-wicking fabric and anti-odor technology to keep wearers cool, comfortable and safe from the sun.



Red Kap® Men's Cooling Stretch Jersey Polo (TCM2)

Built for movement, durability and all-day performance, this lightweight polo is perfect for clients working high-output jobs in hot environments.



Dickies® DuraTech Active Duck Jacket (DJ10)

This workwear jacket does it all. Highlight to clients the durable fabric, warm sherpa lining and flexible construction for comfort and functionality on the job.

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Dickies® ProTect Merino Blend Quarter Zip (PW30)

Speak to demand for fashion-forward workwear with this quarter-zip that boasts a breathable, moisture-wicking merino wool blend and a sleek, professional silhouette.



Red Kap® Women's Utility Pant With MIMIX® (PX61)

Complete the look for women's workwear uniforms with this utility pant that's flatter, unrestrictive to movement and comfortable to wear all day long.



Dickies® Men's Industrial Carpenter Jean (LU20)

A true workhorse, these durable jeans are ready for anything, thanks to heavyweight denim made from 100% cotton, triple-needle stitching and dual look pockets.

Sales Tips & Strategies To Start Selling Today

Ready to turn uniform programs into a steady stream of repeat business? The right sales approach can make all the difference. Put these proven strategies to work to win more uniform orders, grow your accounts and maximize your profits.

Identify the right decision maker. Uniform purchasing decisions can involve multiple departments or even an entire committee. Your best bet is to connect with contacts in HR, marketing, operations or safety.

Appeal to millennial style preferences. Millennials now make up the majority of the workforce and want uniforms that reflect their individuality, values and lifestyle. When making your pitch, highlight styles with flattering fits, trend-forward designs and inclusive sizing that don't compromise on quality or functionality.

Increase order sizes by selling pants. Many distributors only think about tops when they sell uniform programs, but pants are half of the sales opportunity. By presenting coordinating bottoms, you can help businesses create a cohesive, professional look from head to toe while also boosting your bottom line.

Workwear Outfitters, asi/98258

To learn more, **visit this supplier on ESP+** or call **(800) 733-5271**.

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