

## **Need help selecting a uniform? Clothes2Order provides its tips for choosing the best uniform for your business**

### **What do you want your uniform to say about your business?**

Think about the personality of your organisation and how you want to be perceived by customers, prospects and suppliers. Colour plays an important role in the perception of people so make sure you take this into account when selecting a [uniform](#). For example, cooler shades such as blue or pale green have a calming effect, while warm colours like orange and red help staff to feel energised. Black is a negative colour and often goes unnoticed, so is not a good colour for building brand awareness.

### **Practicality**

Ensuring that a uniform is fit for purpose is essential. If staff are going to be uncomfortable or the uniform is not suitable for the job they are doing, employees will feel demotivated. Uniforms are a way of incentivising staff so use this tool to boost loyalty and create a sense of solidarity within the business.

Avoid making the same mistake as Ergon Energy, who had to rethink its new uniform when workers logged more than 143 health and safety complaints following severe reactions to a new and 'improved' flame retardant version. Blisters and vomiting were the main symptoms.

### **Quality**

[Quality](#) should be a key consideration when it comes to selecting a uniform. Staff wearing cheap-looking outfits will reflect badly on the organisation. Don't sacrifice quality for price. At the end of the day, it will only make staff unhappy if they are wearing uncomfortable uniforms and will cost you more in the long run as they will need replacing after a short amount of time.

Take National Express for example. The train company was left red-faced when in February 2009, 500 blouses sent to female staff on the National Express London to Edinburgh rail route were returned after their union complained the garments were "too thin and too cheap" not to mention practically "see-through".

Avoid embarrassments by putting quality before cost.

## **Convenience**

If you have a small number of staff or need just a few items, make sure you select a provider that doesn't have a [minimum order](#). This will save you paying over the odds for clothing you don't actually need. Whether you need one [t-shirt](#), two [personalised hoodies](#) or 1,000 baseball [caps](#), choosing a provider that is an expert in the uniform industry with [fast delivery times](#) is imperative to ensure you get your order, when you need it.