The UniFirst Difference

Uniforms and services that enhance your business image.
"As the customer needs change, so must the products and services we supply. As a progressive company, we must constantly be trying new ideas, systems, and methods to improve the quality of our service."

— Aldo Croatti, UniFirst founder, 1917–2001
In the uniform supply business, there’s service, and then there’s *UniFirst service*. And when comparing providers, it’s important to understand that not all uniform suppliers “are created equal.” Most can clean and deliver work clothes, but only UniFirst is redefining the uniform service experience through unparalleled customer service systems, advanced operational efficiencies, and an unwavering commitment to “delivering excellence” that is simply unavailable from other suppliers.

Where some providers may “over-promise and under-deliver,” UniFirst consistently achieves the highest service and satisfaction levels. So if your uniform program is just not living up to expectations, you don’t need to settle for the status quo. Trust your employee uniform image to UniFirst. We’re a true industry leader with nearly 80 years of proven success, achieved by:

- Nurturing a “family” corporate culture with a customer-focused business philosophy
- Providing the highest quality work clothing and ancillary products available
- Maintaining finely tuned and ever-evolving service operations
- Delivering maximum satisfaction, value, and results to our customers

So listen carefully to what the others say they’ll do, then take a close look at how UniFirst people, products, and service can make all the difference when it comes to your company’s professional business image. We promise to make your uniform program transition smooth and trouble-free, and we guarantee your satisfaction.

When you compare carefully, you’ll choose UniFirst.

**Our Guarantee:**

At UniFirst, we make a straightforward guarantee: if we don’t fulfill our promises, you don’t pay. Simply put, if you notify us of a service shortcoming in accordance with our Performance Guarantee process, and we fail to correct it to your complete satisfaction, your account will be credited for the specific weekly charges in question until the issue is resolved. We perform or you don’t pay.

It’s as simple as that.
UniFirst was founded in 1936 by Aldo Croatti, a hard working entrepreneur who provided uniform services to Boston area businesses. Always conducting business according to a customer-focused set of “Core Values,” Aldo, along with his son and current UniFirst CEO, Ronald, led the company to become one of the largest, most successful textile service organizations in the world.

Core Values/Family Culture
From the beginning, UniFirst was dedicated to hiring only “Team Partner” employees who shared Aldo’s founding Core Values—those who consistently conduct business with a:

- Customer focus
- Respect for others
- Commitment to quality

Today, Aldo’s legacy and vision still guide us. His children serve as UniFirst’s top executives, and they’re passionate about preserving their father’s commitments to our customers and our family culture. More than 12,000 UniFirst Team Partners bring their best to work, each and every day, for the benefit of their customers.

Our Essentials of Service
To say that UniFirst Team Partners are motivated to succeed is only part of the picture. Our staff, individually and collectively, commits to following our “Essentials of Service,” which can be summed up in three main ideas:

1. We must always strive to understand each customer’s unique needs in order to deliver service that exceeds their expectations.
2. We must handle any customer issues or concerns quickly and resolve problems immediately.
3. We are all responsible for improving customer satisfaction.

Employee Tenure
Our family culture and unified customer commitments are just two of the many ways we maintain our industry-high employee tenure.

Average Tenure with UniFirst:
- Route Representatives – 9 years
- Service Staff – 15 years
- Top 100 Managers – 20 years

Staff Empowerment
Not all suppliers agree, but at UniFirst we believe that by empowering our Team Partners at all levels to solve customer issues, we better satisfy your needs and foster an atmosphere of employee contentment and pride. Empowering our staff has led to enhanced customer service levels and helps drive our company’s continuous success and prosperity.

“Customers for Life” philosophy

Customer Pledge
All UniFirst Team Partners take pride in an annual customer pledge that states:

Customers are the focus of everything I do. I, therefore, pledge my best efforts to exceed my internal and external customers’ expectations and to assist my Team Partners in achieving their very best...ensuring that every UniFirst customer becomes a “Customer for Life.”
When it comes to meeting work apparel needs, nobody listens more than we do. In fact, by maintaining open channels of communication with our uniform wearers, we’ve developed our industry leading lines of UniFirst branded work clothing.

**Exclusive UniFirst Brands**
Innovative styles, comfort, wearability, and value have made UniFirst uniforms and workwear popular nationwide and in all types of industries. By manufacturing our own work clothing, we ensure your uniforms truly “fit the way you work.”

From industrial uniforms, career wear, and image apparel to highly specialized protective clothing, casual wear, and floorcare products, the breadth of our product line is unmatched. And we also offer other leading brands like Wrangler®, Dickies®, Nike®, and Red Kap®. So no matter what your uniform and ancillary product needs are today—or what they may be tomorrow—we’ve got you covered.

- We manufacture our exclusive Job-Fitted Work Clothes™ in ISO 9001 certified facilities, so you can always be assured of consistent high quality.
- Our products include the most important garment features, benefits, designs, and fabrics as defined by our customers.

**Unmatched Selection**
We recognize that your employee uniforms and facility services product needs are unique. And no supplier in our industry has a broader range of expertise than UniFirst.

- Over 24,000 product stock keeping units (SKUs) in inventory at all times
- More than 200,000 SKUs in total
- Garments customized to your specifications
- High resolution garment emblems, embroidery, and screenprinting

Our extensive inventory and capabilities help us set up and install your initial account and dress new employees throughout the year more quickly than other suppliers. It’s all part of our unwavering commitment to enhance your business image and help you effectively communicate your company brand.

**Work Apparel:**
- Shirts and pants
- Shorts and jeans
- Jackets and outerwear
- Coveralls and overalls
- Flame Resistant clothing (FRC)
- High visibility garments
- Healthcare apparel
- Food service workwear
- ESD and anti-static coats

**Facility Service Products:**
- Floor mats and mops
- Microfiber mops, towels, and dusters
- Industrial towels and wipers
- GOJO® soaps, sanitizers, and healthcare products
- Tork® paper towels and sanitary tissue
- Air fresheners and trash can liners
- Disposable gloves and personal protective equipment (PPE)
Getting Started
Our service commitment to you begins long before any program deliveries are made.

• Our consultative Customer Needs Analysis (CNA) helps determine the right workwear and ancillary products to meet your needs.
• We make recommendations for how to best maintain, improve, or establish a new business image for your company in the most cost-effective manner.
• We schedule “Try-for-Size” on-site fittings for every wearer to ensure a perfect uniform fit.
• We thoroughly review all aspects of your new managed program prior to our seamless program installation.

On-Time Deliveries, No Shortages
We guarantee your uniforms and facility service supplies are delivered as expected and on the agreed upon schedule. It’s that simple. And we maintain extra inventories at your local UniFirst servicing center to help make sure your employees are always in uniform, looking their best.

When we process your hygienically laundered and finished uniforms, we check them at least four times prior to delivery to be sure you always receive what you turned in. To help eliminate shortages, we scan or count your garments:
1. Upon pickup at your facility
2. After processing and sorting
3. When loading into the delivery truck
4. Upon delivery

Triple Pro Service Team
Unlike other providers, when you choose UniFirst you get three dedicated UniFirst service professionals working on your account at all times. This ensures you consistently receive the quality products and services your business deserves, and that you always get quick resolutions to any concerns you may have.

Each member of your UniFirst Triple Pro Service Team completes a rigorous Service Certification Program (SCP) to help assure you always receive our guaranteed five-star service levels. And we even offer monetary incentives to all Team Partners working your account, with rewards tied directly to your satisfaction.

To enhance your professional appearance, we press all of our work shirts at no additional charge as a value-added service.
Automatic Mending and Repairs
Our Automatic Mend System provides a comprehensive, 10-point inspection of every garment every time it’s processed, ensuring any needed repairs are taken care of before you have to ask. We back up this proactive maintenance process with our wearer communication system, which provides your business with a supply of service request tags so your team can easily communicate any special garment needs that require our immediate attention.

Automatic Garment Replacements
Our Change-As-Needed System includes automatic replacement of garments before they become so worn as to impact either appearance or function. You’re assured of a more professional appearance across all employee garments, while wearers continually feel better about the way they look.

Fast Outfitting of New Employees
You don’t want new employees waiting weeks for their work apparel and feeling like they’re not valued members of your team. We provide next-delivery outfitting of new employees for all standard garments and sizes.

Size Exchanges
We recognize that not every employee remains the same size over time, so we provide clothing size exchanges whenever necessary. We know uniforms have to fit right to present the desired business image. So we make sure yours always do.

Easy-to-Understand Invoices
Our invoices are designed to be easily read so there are never any unclear or “surprise” charges. You’ll always understand exactly what you’re paying for.

Report Cards
At UniFirst, we’re always measuring your service and satisfaction levels to ensure that everything lives up to your expectations (and our guarantee).

- Face-to-face “goodwill” visits with your local service manager
- Performance report card service ratings (97% service satisfaction)
- “Wearer” satisfaction survey cards

All of these programs are closely monitored by our corporate headquarters for review and any required follow-up.

“Closed Loop” Tracking of Service Requests
To guarantee quick resolution for all service requests, we use a closed-loop, computerized tracking system called Request for Customer Action (RFCA). With this automated tracking and resolution process, issues can never “fall through the cracks.”

- Records all issues for follow-up within 24 hours
- Assigns clear accountability for actions
- Maintains a history of requests and actions taken
- Closes the request only after your satisfaction is confirmed

Investing in You
UniFirst continually invests in the latest technologies and proprietary service systems in order to meet your business needs today and in the future. We’re committed to making continuous investments in all that we do to constantly add more value to what we provide you, each and every week.

97% of customers are “satisfied” or “very satisfied” with our service.
Employee Uniform Services
A full-service UniFirst uniform rental program goes well beyond basic workwear deliveries and takes care of all of your work apparel needs for one low weekly fee per employee. For about the cost of a daily cup of coffee, per wearer, you receive:

- Initial sizing and outfitting (“Try-for-Size”)
- On-hand inventory
- Regularly scheduled pickups and deliveries
- Laundering and maintenance
- Garment quality inspections
- Automatic repairs and replacements
- Professional pressing and finishing
- Size adjustments as needed
- Garment tracking reports
- Confirmation of orders
- Full program management

Facility Service Programs
UniFirst facility service programs provide cost-effective floorcare, restroom, and cleaning products to create a safe, attractive, and more productive workplace. And you never have to worry about running out of these items because we provide scheduled usage-based services:

- Delivery of freshly laundered floor mats, mops, towels, and wipers
- Removal of all soiled items for hygienic laundering and quality checks
- Refill of all GOJO® soap/handcare and air freshener dispensers
- Stocking proper inventories of Tork® paper hand towels, sanitary tissue, and other goods
- Inspection of all product dispensers to ensure they are working properly
- Monitoring of usage levels to recommend any changes in quantities

Join the more than 1.5 million people who wear UniFirst workwear every business day, and discover The UniFirst Difference for yourself.