01 · MULTI-BRAND WORKWEAR PROGRAM

Lower costs. The same standards.

A uniform program for five brands across 140+ car wash locations, managed through a promotional products distributor.

Costs added up across wholesale purchasing, separate decoration, and multiple handling steps.

Long-term uniform program · Promotional products distributor

30–50%
LOWER COSTS, DEPENDING ON THE ITEM

5 brands
140+ LOCATIONS

30,000+
UNITS A YEAR

Compared with the client's previous wholesale, U.S. decoration, and handling costs.

WHAT CHANGED

One coordinated program.

We brought sourcing, decoration, packaging, and delivery into one coordinated program, with agreed standards carried into reorders:

- Factory-Direct Sourcing
- Brand Application
- Program Standards
- Production Management
- Quality Control
- Packaging & Presentation
- Landed Delivery
- Reorder Management

PRODUCT UPGRADES

Four things got better while the cost went down.

One fabric platform

Men's and women's polos moved to one material, keeping the fit each group preferred.

A removable hood on the 3-in-1 jacket

We coordinated production with a detachable hood to meet the client's on-site requirements.

A better zipper. A more secure puller.

We upgraded the entire zipper to a higher-quality brand and switched to a more secure puller attachment.

One standard from sample to reorder

Fits, colors, logo files, labels, packaging, and QC carried forward into every future order.

HEADWEAR

From many colors and styles to one system.

Two caps consolidated into one trucker; visor, headband, and beanie kept for distinct uses, all on one base color. Fewer SKUs to manage, and every brand still gets what it needs.

Before · previous headwear assortment

After · one base color across four styles

PRESENTATION

Loose packing → consistent individual presentation.

Each piece is now folded and individually packed, so the standard reaches the employee, not just the shipping carton. Simple and cost-conscious, but intentional.

Before · loose in polybags

After · folded, individually packed

THE RESULT

Lower costs. A stronger uniform program.

30–50% savings by item | Distributor branding | Product upgrades | Consistent presentation | Simpler reorders

30–50% lower costs, depending on the item.

The comparison covers the client's previous wholesale purchasing, separate U.S. decoration, and handling costs. For key products, our all-in landed price was lower than the client's former product-only purchase price.

The savings came from changing the sourcing and production model.

A private-label uniform program.

We coordinated production to the program's agreed specifications. The distributor's own branded labels were incorporated during production, alongside the appropriate logos for the end client's five brands.

This gave the distributor a consistent brand presence across the uniforms it supplied, while preserving the identity of each end-client brand.

Product upgrades.

Men's and women's polos moved to one fabric platform. The 3-in-1 jacket was produced with a detachable hood for on-site use, and the zipper was upgraded to a higher-quality brand with a more secure puller attachment.

Consistent presentation.

Each piece is folded and individually packed, so the standard reaches the employee, not just the shipping carton.

Simpler reorders.

Fits, colors, logo files, labels, packaging, and QC carry forward into every reorder, with sourcing, production, and landed delivery managed as one program instead of through separate suppliers.

5 brands · 140+ locations · 60+ SKUs · 30,000+ units a year

Client logos are covered in these photos.