

Custom workwear for great first impressions

Get tips and ideas on choosing branded work clothing

Custom workwear takes center stage

When we think of branded work clothing, certain professions come to mind.

Skilled trade workers, like electricians or plumbers, and those in hospitality and food service generally wear work uniforms so that they won't stain or damage their personal clothing.

But more and more, companies are turning to custom workwear for a positive brand impression. As our workplaces have gotten more casual, businesses are noticing the benefits custom company shirts and other clothing items have on their team. Logo'd workwear helps customers easily identify your employees, boosts your company's professional image and helps your employees take the guess work out of what to wear every morning.

To help you find apparel choices to fit your brand and your team's style, we've put together this ebook full of custom workwear options. You'll hear from our customers about the apparel they chose,

and you'll get tips on what to look for to make sure your employees are comfortable and stylish.

You'll find T-shirts, polos, button-down shirts, outerwear and more for both men and women whose workplace dress codes range from casual to business and everything in between. I hope you'll find this ebook useful the next time you're looking for team workwear to match your business' style.

Here's to looking our best!



Kevin Lyons-Tarr
CEO, 4imprint, Inc.

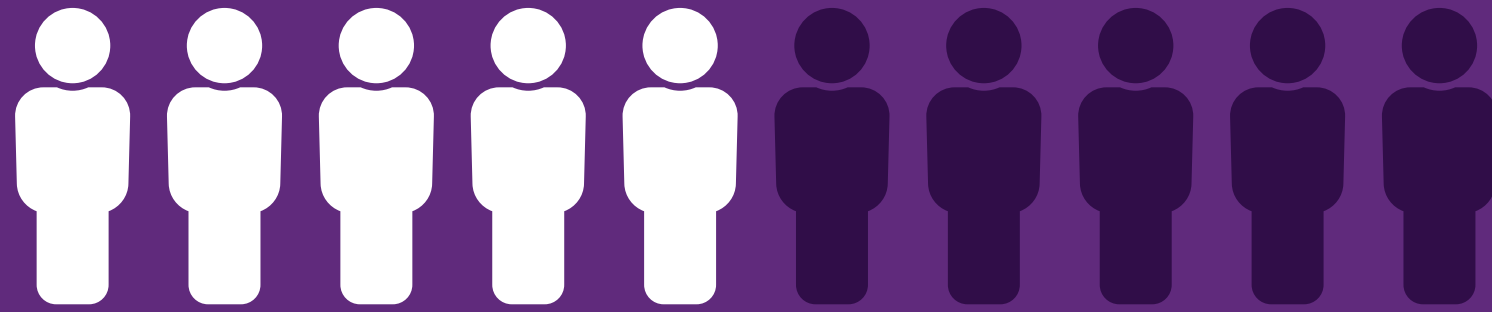
Kevin,
with 4imprint
27 years





Why buy
custom workwear?

Workplaces are becoming more casual.



50% of managers

**say their workplace has become more casual
because employees prefer it**

Workplaces are becoming more casual.



?



?



?

While more workers prefer casual workplaces,

**23% say dress
code expectations
aren't clear**

Workplaces are becoming more casual.



48% of workers
say they would prefer logo'd workwear to
take the guess work out of what to wear

Source: <https://www.roberthalf.com/blog/salaries-and-skills/is-there-still-such-a-thing-as-standard-office-attire>

Case in point



Menominee Nation Arena

When the Menominee Nation Arena in Oshkosh, Wis., planned its fall 2017 opening, one of the first orders of business was choosing custom workwear for a variety of team members.



Case in point



Making a first impression

From the moment guests entered the facility, team members wanted to make sure every interaction was positive. That included team workwear.

Case in point

Outfitting the team

The arena needed **six different uniforms**:

1 Security



Nike®
Smooth
Performance
Polo

2 Ticket takers



Side Blocked
Micropique
Sport-Wick
Polo

3 Concessionaires



Side Blocked
Micropique
Sport-Wick
Polo

4 Ushers



Polyester
Vest

4 Bartenders



Easy Care
3/4 Sleeve
Stretch
Poplin Blouse

5 Housekeeping

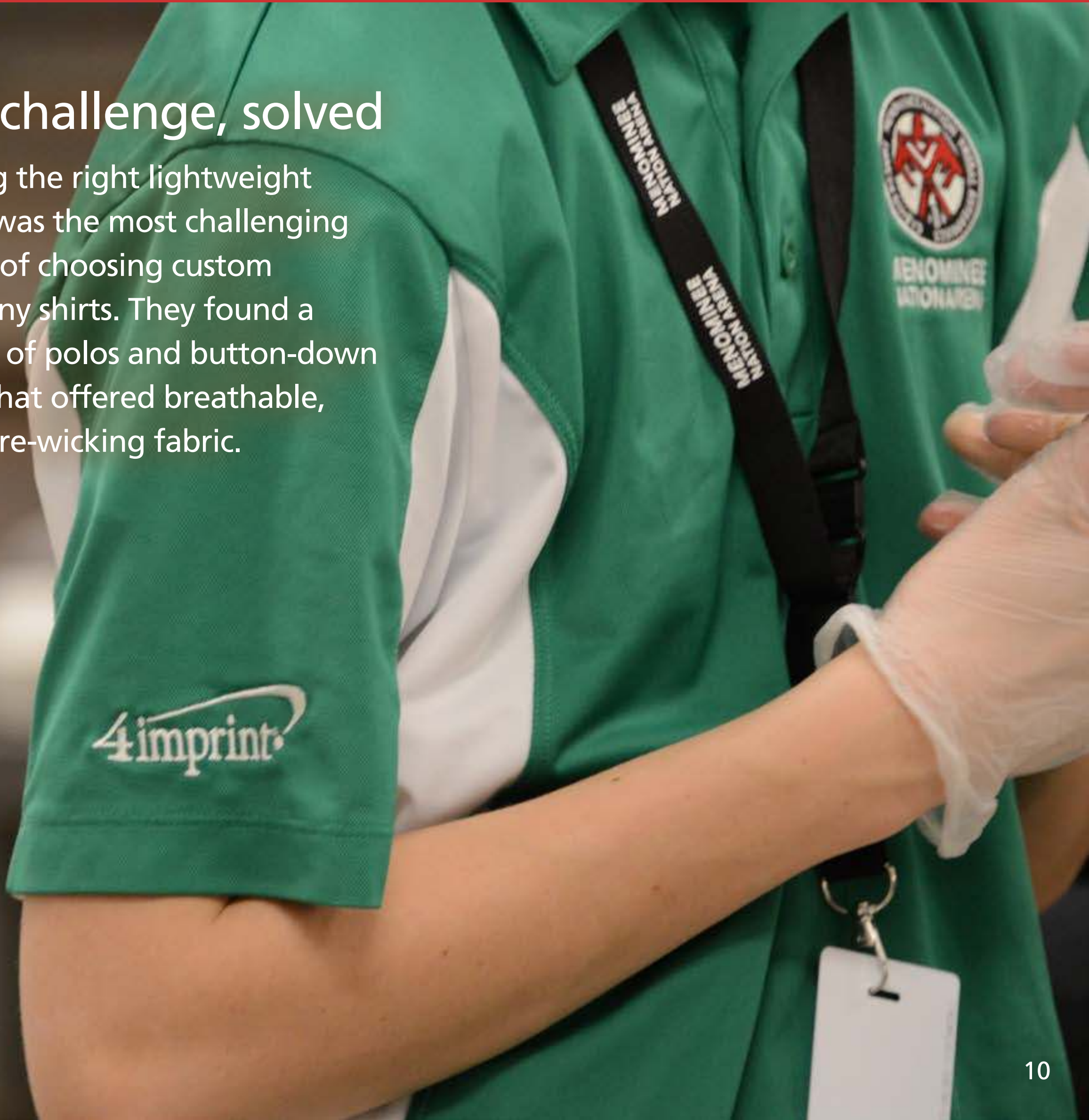


Zip Front
Smock

Case in point

The challenge, solved

Finding the right lightweight fabric was the most challenging aspect of choosing custom company shirts. They found a variety of polos and button-down shirts that offered breathable, moisture-wicking fabric.





Case in point

Setting them apart

The arena also chose different colors for each team to make them easily identifiable. They chose bright colors for most teams while outfitting bartenders and other wait staff in professional black button-down shirts.

We chose fun colors so guests feel they can easily approach staff, keeping smiles on faces.

Kate Wyman
Director of Entertainment



Custom company
shirts **for the office**

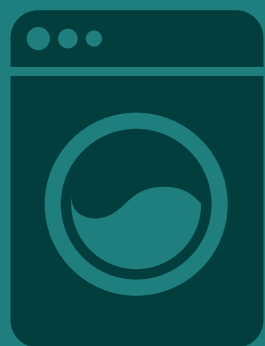
Whether your employees work in the office or take their office on the road, you'll want them looking their best. Look for custom office wear, including shirts and sweaters, that:



Gives a consistent, professional image



Matches your dress code and brand



Is made of wash-and-wear fabric



Is wrinkle-free for a polished look



Polos: An employee favorite

Nike® Performance Ottoman Polo



#134638
Men's



#134638
Ladies'



#127904
Men's



#127904
Ladies'

Performance Jersey Polo

*These Nike shirts are absolutely fantastic.
Our staff enjoy wearing them everyday.*

Charlie from Scottsdale



Button-down shirts for a relaxed or dressy look

Bahama Cord Camp Shirt



#112739
Men's

#112739
Ladies'

*Comfortable and breathable fabric.
Professional and casual no tuck look.*

Rick from Northridge



Button-down shirts for a relaxed or dressy look

Easy Care Short Sleeve Stripe Oxford Shirt



#133542
Men's

#133542
Ladies'

Capulin EZ-Care Fine Line Twill Shirt



#116999
Ladies'

#116999
Men's



BONUS:
Can be
available in
24 hours!



Sweaters for layering, warmth



#126063

Soft Stretch
Buttonfront Cardigan



#105923
Men's



#105923
Ladies'

Cotton Wrinkle Resist
V-Neck Sweater



Apparel for when they're on the move or on the **factory floor**

For the most labor-intensive jobs, consider T-shirts and hoodies that will withstand rugged conditions



Choose bright colors for staff who need to be easily seen from a distance



Opt for safety colors and markings for those in high-risk situations



Consider options that come in a wide range of sizes



Branded work T-shirts

Hanes® Tagless T-shirt



#6729

Gildan® 5.5 oz. DryBlend® 50/50 T-shirt



#103477



#122518

Median Reflective Performance LS T-shirt

Every one of my employees love the work T-shirts. They are soft and durable. Gildan is the best!

Jennifer from Bolivar



Sweatshirts for warmth and comfort

Gildan® 50/50 Hooded Sweatshirt



#100720



#123285

Jerzees® NuBlend 1/4-Zip Sweatshirt

*They were a huge hit at our company holiday party.
Everyone has been wearing them at the office.*

Arielle from Boulder



Custom uniform
shirts **for the trades**

Electricians, plumbers and other trades people need to be easily identified when visiting homes and businesses.



Consider a consistent, polished look



Make your logo prominent



LOGO HERE
TITLE HERE

Consider including their job title with the logo for greater identification



Comfortable button-down work shirts



#108382

Dickies 5.2 oz. Long Sleeve Work Shirt

Dickies 5.2 oz. Work Shirt



#108382



Logo'd workwear for
the great outdoors

There are lots of options for employees who spend time in the sun or need to protect themselves from the elements.



Look for
moisture-wicking
fabrics



Protect employees from
UV rays with specialty
sun-blocking fabrics



Branded workwear to beat the heat

Silk Touch Performance Sport Polo



#118761
Ladies'

#118761
Men's

Columbia® Tamiami II Roll Sleeve Shirt



#120149
Men's

#120149
Ladies'



Loved them. Looked great and were really comfortable and professional looking.

Dena from La Mirada



Fleece fabric to warm up the workday



#123990
Men's



#123990
Ladies'

These jackets were a hit! Everyone loved them and seeing people wear them at work makes us feel more like a team.

Jessica from Oxon Hill



Crossland® Fleece Jacket



Sporty yet professional looks



#137666
Men's

#137666
Ladies'

Champion® Performance
Colorblock Jacket

Under Armour® Corporate
Stripe 1/4-Zip Pullover



#123272
Men's

#123272
Ladies'



**Workwear for food and
beverage workers**

Waitstaff, bartenders and chefs need to look professional at all times. Look for:



**Dark colors to
hide stains**



**Stain-fighting
fabrics**



**Fabrics that will
look great wash
after wash**



Work hard, look great

Caitlin Stain Resistant Short Sleeve Twill Shirt



#137502
Men's



#137502
Ladies'

Soil Release Button Down SS Poplin Shirt



#111838
Ladies'



#111838
Men's

Carter Stain Resistant Short Sleeve Twill Shirt



Branded chef coats

Ten Black Button
Chef Coat with
Black Trim



#121995

Twelve Cloth
Button Classic
Chef Coat



#121998



#121997

Ten Button Chef Coat
with Mesh Back



#121996

Twelve Cloth Button
Short Sleeve Chef
Coat with Mesh Back



Branded work clothing
for caregivers

Medical staff—whether they care for people or animals—appreciate custom workwear.



Look for apparel with pockets that offer easy accessibility



Choose a comfortable fit for easy mobility



Show you care with these tops and coats

Restore Scrub Top



#137977

Red Kap Lab Coat



#8177

*Good quality lab coats.
The embroidery was great.*

Phyllis from Tempe

Custom workwear for any team member

No matter your workplace dress code, there is a custom option for you. Choose apparel that is easy to care for and looks great wash after wash, and your employees will be proud to take your brand all over town!

Share your custom workwear story!

Have you found success with using custom workwear for your employees? You can help others by sharing your expertise!

Simply email **4ideas@4imprint.com** with a photo and brief description of your success story.



© 2018 4imprint, Inc. All rights reserved.