

10 things to consider when choosing your new uniform

A guide to reducing hassle,
expenses and time when
rolling out a staff uniform.

**CARGO
CREW**

**THE
MODERN
UNIFORM**



1. What type of business are you?

Are you a fine-dining restaurant or casual pub?
A large national retailer? A busy inner-city bar?
A boutique hotel?

When you think about customer experience, your staff are most often the first touch point for your customers, whether it be through guest services or front of house servicing.

The role of the staff uniforms should not only allow staff to be easily recognisable at this critical stage, but importantly reflect the image of your venue and business.

The look of well-dressed staff helps set the tone of your venue and inspire feelings of relaxed vibes through to elevated formality and your staff's uniform should be something your customer relates to.





2.

What look suits your business?

93% of consumers believe it reflects strongly on a brand if the staff wear smart uniforms.*

Getting inspiration for what you want in a uniform can really assist with narrowing down your vision.

By creating a **mood board using Pinterest** to visually pull together your ideas and share with your team, can assist with streamlining the decision making process.

Consider **shirting** versus a **stripe tee**, a **bib apron** versus a more

formal vest paired with a **waist apron**. Is there a theme in your venue that you'd like to carry through?

For example, a 1950's burger restaurant may want **red check shirts** and **head scarves**, compared with a high-end wine bar, needing a formal **black and white theme** with button down shirts and **bow ties**.

*Uniform Study, YouGov Galaxy, July 2018, Australia.



3.

What are the colours of your brand or business interior?

A good way to ensure your staff uniform fits in with your venue is to decide on a colour palette.

If your venue interior is full of neutral earthy tones it's a good idea to carry this through to your uniform range with fabric colours like Forest green, Tobacco or textured tones.

For a bold contemporary environment, choose denim with a pop of colour in your apron straps or accessories.



4.

What is your staff demographic?

When choosing your uniforms, it's important that the look you decide on suits your staff demographic. Everyone should feel confident and comfortable in the uniform they are wearing.

Look for shirting available in a wide range of sizes for men & women and look for quality

garment details including longer body length allowing for stretching and bending.

You want your team to feel confident at work and part of that is confidence in your appearance, no matter what size or shape you are. That's why we road-test our uniforms for every size, shape and activity.

5.

Do you value low price or longevity?

As a business you're often looking for the cheapest price to keep your costs low.

The flip side of this coin, is cheaper can mean more expensive in the long run. If the quality is poor, you'll be constantly replacing your uniforms.

Not only is this frustrating for your staff, it's the additional time it takes to reorder, shipping and the environmental impact of cheap garments.

You'll also need to take into account the impact of a cheaper garments fit, comfort and appearance in your venue.

[Learn more](#)



6.

Do you need to brand your uniform?

94% of consumers* prefer staff in a uniform as it makes them easily recognisable.

Embroidery is a great way to present your brand on uniforms. It lasts longer than screen printing as it won't crack, fade or peel off and elevates your brands' professionalism.

Look for a business that has inhouse embroidery machinery and experts. Also make sure you get a proof and sign off on the positioning of your logo.

*Uniform Study, YouGov Galaxy, July 2018, Australia.

CARGO CREW YOUR WAY →

H B L A C K S
F I W S

DOUBLE DUTCH FRIES

cookie doh co.

HANDCRAFTED BEER
4 PINES BREWING COMPANY
BREWED NATURALLY

wallflower

FLANNERY'S

美味しい
ヒューオン

NAKED FOR SATAN

GIGI GOODS & CO

BATCH COASTERS

ALL AUSTRALIAN APPLE CIDER

MOON SALMON

7.

Are you looking for quality?

Look for uniform details like extra length in **shirts** for movement, breathable **fabrics** and superior wash & wear testing. Specifying extra stitching for reinforcement in all the right places to ensure longevity of your uniforms.

Also look for companies like Cargo Crew that develop **custom-engineered fabrics**

that have added stretch or unique compositions for both comfort and **performance**.

You want to ensure a garment will also hold its shape wash after wash, so make sure you ask if the garments have been tested & any **case studies** of brands that have worn the uniforms long term.

[Learn more](#)





8.

Do you know where your uniforms are made?

As a company who cares about every detail, we personally oversee the manufacturing process of our uniforms to ensure superior quality of our supply chain as well.

There is growing awareness of wanting to know how and where your clothing is made and that manufacturers are certified and look after their staff.

As a company who cares about every detail, we personally oversee the manufacturing process of our uniforms to ensure **superior quality** of our supply chain as well.

All our suppliers have been audited and adhere to international business practices that include **Sedex** and **BSCI** certification.

These are bodies dedicated to empowering responsible business practices in global clothing supply chains, including labour standards, health and safety, the environment, and business ethics. When you choose Cargo Crew, you can be confident your staff are wearing an ethical Australian brand.

9.

Have you thought about reordering?

It should be easy for you to reorder online with a business that has stock on hand and no order minimums.

Some companies require minimum order numbers which is fine for your first **bulk roll out**, but when new staff start and you require uniform top ups, this can be a problem for re-ordering in bulk.

You don't want to invest in a costly stock holding of sizes that you may never use. At Cargo Crew we have our **whole stock range** on hand right here in our warehouse, so you can order when you need it, without minimum order quantities.

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10. Do you involve your team?

A great way to assist with the successful roll out of a uniform is to have a 'uniform champion' from your staff to give thoughts and feedback at the initial planning stages.

They can be a great influence for a smooth and considered uniform roll out and take ownership of feedback, new starters and reorders. If you have several venues, it can be a good idea to test one venue first, before rolling out to all.

View our [case studies](#) online for examples of successful uniform roll outs.



Your uniform checklist

We've collated the 10 points to give you a bit more clarity on what you're looking for in a uniform. We hope this is a valuable starting point for things to consider before you update or roll out a new uniform that will help you save time, money and give you an end result your staff and customers love.

Want to see more?
Check out the range
online at [cargocrew.com](https://www.cargocrew.com)

Contact us

1. What type of business are you?
2. What look suits your venue?
3. What are the colours of your brand or venue interior?
4. What is your staff demographic?
5. Do you value longevity vs price?
6. Do you need to brand your uniform?
7. Are you looking for quality?
8. Do you know where your uniforms are made?
9. Have you thought about reordering?
10. Do you involve your team?



Work with us:

Efficiencies for your business:

- Our range is in stock managed only by us
- Onsite warehousing – on time dispatch & delivery
- Consistent quality every order, managed by our in house QA
- No minimums for easy reordering
- Inclusive sizing
- In house embroidery experts & Japanese Machinery

Premium Australian Service:

- Client Service Team available in person, over the phone, online & live chat to suit your business needs.
- Complete Uniform Program Management
- Styling advice for your team
- Curated uniform ranges to suit your brand

We take the hard work out of uniform program management:



1 Dedicated Client Service Specialist



2 Range Development



3 Production & Communications



4 Roll-out & inventory management



5 Online account platform



6 Warehouse & distribution

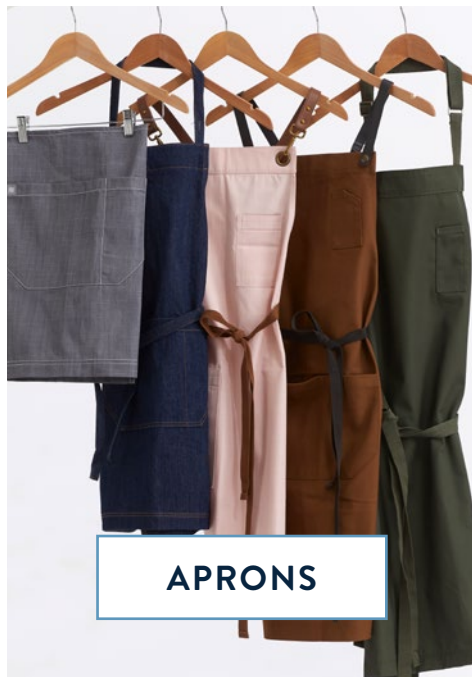


7 Ongoing first-class client service

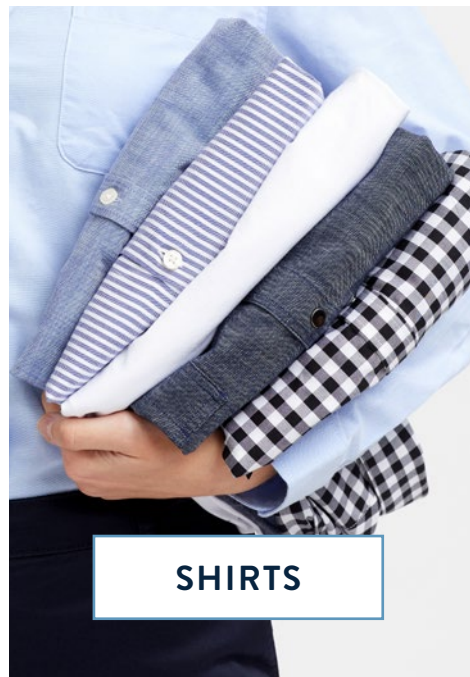
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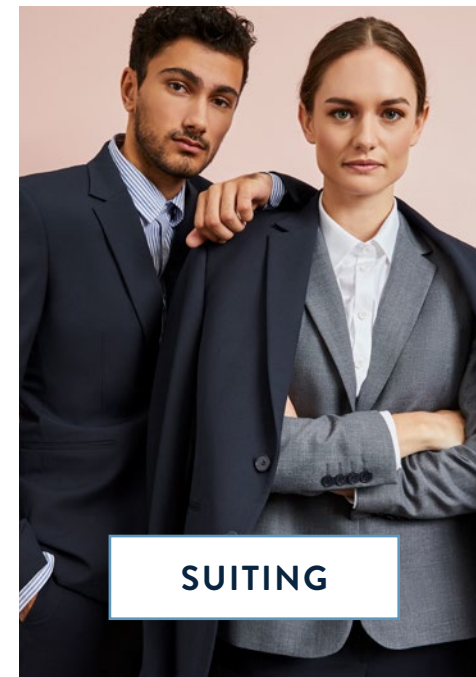
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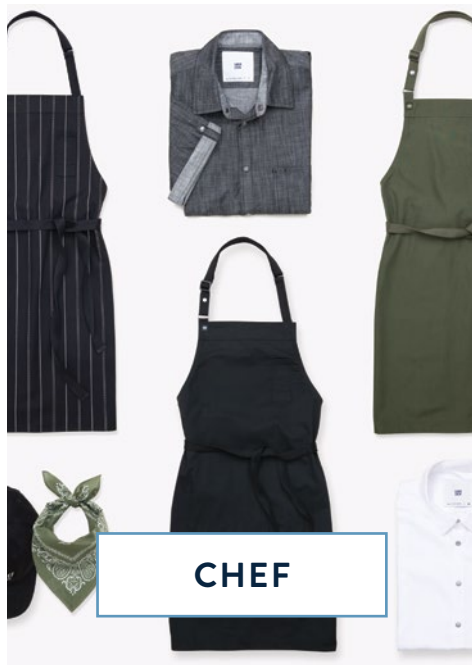
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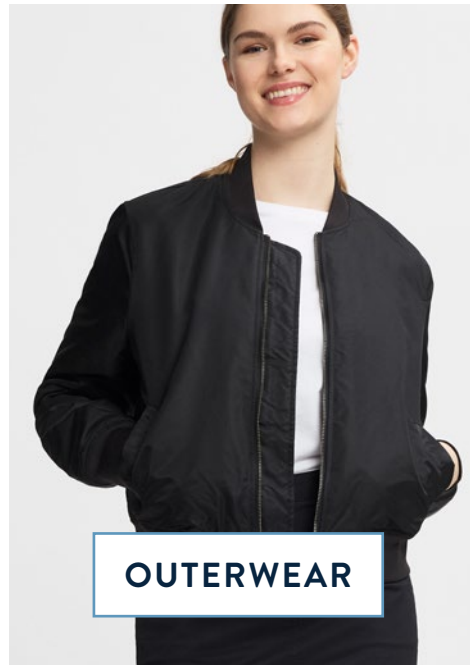
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SUITING



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OUTERWEAR



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