

A photograph of four construction workers on an industrial site. They are wearing hard hats, safety glasses, and work clothes. One worker is holding a large pipe, another is holding a tool, and a third is kneeling. The background shows industrial equipment and pipes.

CREW PRIDE

WHEN THE NAME ON THEIR POCKET IS CLOSE TO THEIR HEART.
IT'S MORE THAN A UNIFORM.

Actions speak louder than words. And employers who only say employees are valued gain far less credibility, respect and dedication than those who provide top-tier workwear for their people. Find out how you can make it happen.

 **carhartt**
COMPANY GEAR™



Performance. Protection. Pride.

It makes sense. If the clothes I'm wearing fit right, are able to stretch, move and give me the room I need to do my job better, I'm going to be grateful and more committed to the employer who provided them. If I'm happy with what I'm wearing, chances are I'll take more pride in the job I'm doing.

Proud crews do their job well.

The fact that well-made, comfortable, sharp-looking clothing boosts morale is hardly a new idea. For centuries, military leaders have known that smart and functional dress directly relates to esprit de corps. Offering quality workwear not only signifies that an individual is an essential and valued team member, it also says they've earned the right to join the group. It is visual confirmation they truly belong.

That vote of confidence goes a long way toward building pride and confidence to do what needs to be done, and to do it better than they would have otherwise. There is also a financial benefit. Offering quality workwear relieves the pressure of buying several different outfits, and having to decide what to wear on the job.

As an employee, when I start the day, I'm reminded the company values me enough to provide high-quality gear, so I in turn feel good about myself. That pride inevitably shows in the quality of my work. It says, "I belong here, I'm valued and I'm proud to represent the company for giving me that." So I'm willing to work harder and smarter, and I'm far less likely to leave the company that gave me that sense of belonging.



What's important when choosing workwear?

As you probably already know, it's not enough to simply pick colors and styles and start ordering. Workwear is a tool and should be selected with the same care. If my job requires bending, stretching, or swinging a hammer, the gear I wear should enable/enhance that performance. It needs to be built to work as hard as I do.

If extreme heat, bitter cold, fire protection, chemical resistance, dissipating moisture, or repelling rain are the conditions I face, I need my gear to do the same. It stands to reason, the better it performs, the better I will. And the longer it lasts, the longer my job satisfaction will last with it. It's hard to argue with the fact that the less time and money spent replacing workwear—and employees—the better off the company's financial health will be.

Chances are if a study were done, there'd be a direct correlation between the quality of employee workwear and employee retention over time. Until such a study is conducted, savvy employers are putting their money where it can do the most good for their bottom line – squarely on the backs of their workers.

READY TO MAKE IT HAPPEN? FOR MORE ON CARHARTT COMPANY GEAR AND UNIFORMS, VISIT [COMPANYGEAR.CARHARTT.COM/WHY-CARHARTT](https://companygear.carhartt.com/why-carhartt) OR CALL 866-698-1125.

