

Tool Belt Trends: Uniforms unify your crew and build customer confidence



Relax, Lady, we're from Ralph's Roofing. We're here to work on your house.

These fine gentlemen might be master craftsmen, but with their less-than-professional presentation clients may think they're being robbed and neighbors will worry cousins from the wrong side of the tracks are moving in.

Providing work clothes for employees featuring your company logo is imperative whether you have a big construction crew or a small team of tile installers.

The obvious upside of uniforms:

- **Instant client recognition:** Customers know exactly who is at the door.
- **On-the-job advertising/community familiarity:** Home owners and neighbors driving by will recognize your organization's shirt color, logo, and make the connection when they need similar work done.
- **Makes life easy for employees:** Few carpenters choose their profession hoping to express an individual fashion sense. A week's supply of uniforms that are functional, durable, and appropriate to the job makes dressing for work easy and adds an extra ten minutes of snooze-button slapping to each morning.
- **An air of affluence:** Uniforms make your company look more successful! Stained shirts, jeans with holes, and battered ball caps give off the appearance of a struggling business unable to make ends meet.

- **Professional pride:** Providing your workers with sharp business attire elevates their trade and expresses your respect for what they do. The end effect is a personal sense of pride and a job well done!

Here are a few ideas for your hardworking handymen (and women!)...

I might be more focused on matching tool belts with just the right pair of steel-toed work boots, so I consulted with an expert in the field of restoration carpentry who kept me grounded in functionality when designing this simple outfit of interchangeable separates that looks cool while providing comfortable layers that withstand the work week.



An employee of Laib Restoration said he likes to layer his work clothes to respond to changes in the weather or unique job site conditions. A comfortable T-shirt would be fine when he's doing intricate carving in a museum, but a cotton and fleece hooded sweatshirt under a rugged utility jacket with warm polyfill-quilted lining would be necessary for repairing the outdoor banisters of an historic Victorian home in the middle of winter. Plenty of pockets are important for nails, screws, and drill bits.

After your well-dressed workers have made a great impression and done an amazing job, leave your customers with some token of gratitude for choosing your company (I

would also suggest tradesmen keep a few giveaways in the work truck to pass out when curious bystanders inquire about the project).

Utilitarian products that bear your brand...



1. A belt-clip compact screwdriver kit is a functional freebie.
2. Personalized brushes will keep your painting company or interior design firm in the customer's mind.
3. This is a tape measure, a level, and a key chain. Multifunctional marketing at its best!
4. A logo's hammer is cool for customers, but can also be provided to employees as part of their company tool kit.

These tool belt trends will get your landscaping crew noticed, keep your builders busy, and have your drywall team looking sharp. Comfortable but classy uniforms and home-improvement hand-outs are the nuts and bolts of success!

....Would it be too obnoxious of me to suggest a matching tool bag?



