

# The CSW ADVANTAGE

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## Corporate Apparel Advertises Your Company

Corporate apparel custom embroidered with your company logo is a terrific way to promote your company identity. One of your best advertising options is on clothing worn often and seen in your community by potential customers.

Everybody wears clothes, so promotional apparel is a perfect method to advertise your logo or message. It's a great way to brand your custom logo while giving employees and customers something unique to wear.

Many companies provide branded apparel as a gift to customers or employees in order to brand their logo or message off site. Another option is to buy custom printed apparel for resale to their customers and employees. Outfitting corporate staff in "team colors" professionally allows your business to stand out at tradeshow, conferences and meetings. Many executives appreciate an alternative for business casual when he or she must represent the company at tie-optional events and recreational activities.

Let's look at a couple of practical reasons branded corporate apparel can benefit your company.

A key goal of any employee should be to gain conquest sales. Perhaps someone has moved into your community and the only oil change people they know (from a sign) is ABC Oil. But at lunch they sit next to a clean cut man in a pressed shirt that says XYZ Oil. The noon hour is an especially good time to have all employees dressed in company apparel. Most people eating out also work and may not have time to look for a proven service. The person sitting near your employee wearing corporate apparel may need your company's service or product.

What about safety? It's critical that your company employees are identified, regardless of whether they work in a place of business or make outside calls. Customers today are leery of unidentified strangers.

Have you ever walked up to someone you think works at the grocery store and asked, "Can you tell me where the mustard aisle is?" Then get the response, "I don't work here." Well, if they don't, who does?

Or you may have walked into the bank and everyone was wearing the local football team jersey. Many people would be apprehensive handing a deposit to someone who

may have just gone to a game the day before and wasn't a bank employee. You may feel more comfortable if the employees wore the appropriate bank apparel. Your customers likely feel the same. Branded company apparel gives confidence to your clients. They know the person wearing your company logo is the person who can help.

If you're planning a fund raiser or corporate event don't forget custom branded apparel for all participants.

And remember, training should be a prerequisite to wearing corporate apparel. After all, your company name is on the line and your reputation is a stake. Your people are ADVERTISING for you. Caution everyone about their actions and language. They are all a reflection of your business.

No matter what your company promotional campaign needs are, CSW can help you with your custom printed corporate apparel program.