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National Consumer Survey and Business to Business Survey of Uniform and Textile Rental Decision Makers

March 2015

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# Methodology

- Online business to business survey of uniform and textile rental decision makers in the Healthcare, Hospitality, Food & Beverage, and Industrial sectors.
  - Sample size of n200, survey conducted February 24 – March 7, 2015
    - Food and Beverage, n59
    - Industrial, n50
    - Healthcare, n50
    - Hospitality, n41
  - All participants either rent uniforms or reusable textiles, with the exception of hospitality participants, who were allowed into the survey regardless if they rented textiles or uniforms.
- National online survey of consumers
  - n=700 adults, conducted March 6-9, 2015
  - Interviews were stratified into geographic units that reflect the national population.
  - Gender, age, and race weighted to match Census demographics.
- All participants recruited from an online panel company

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Promoting Uniforms

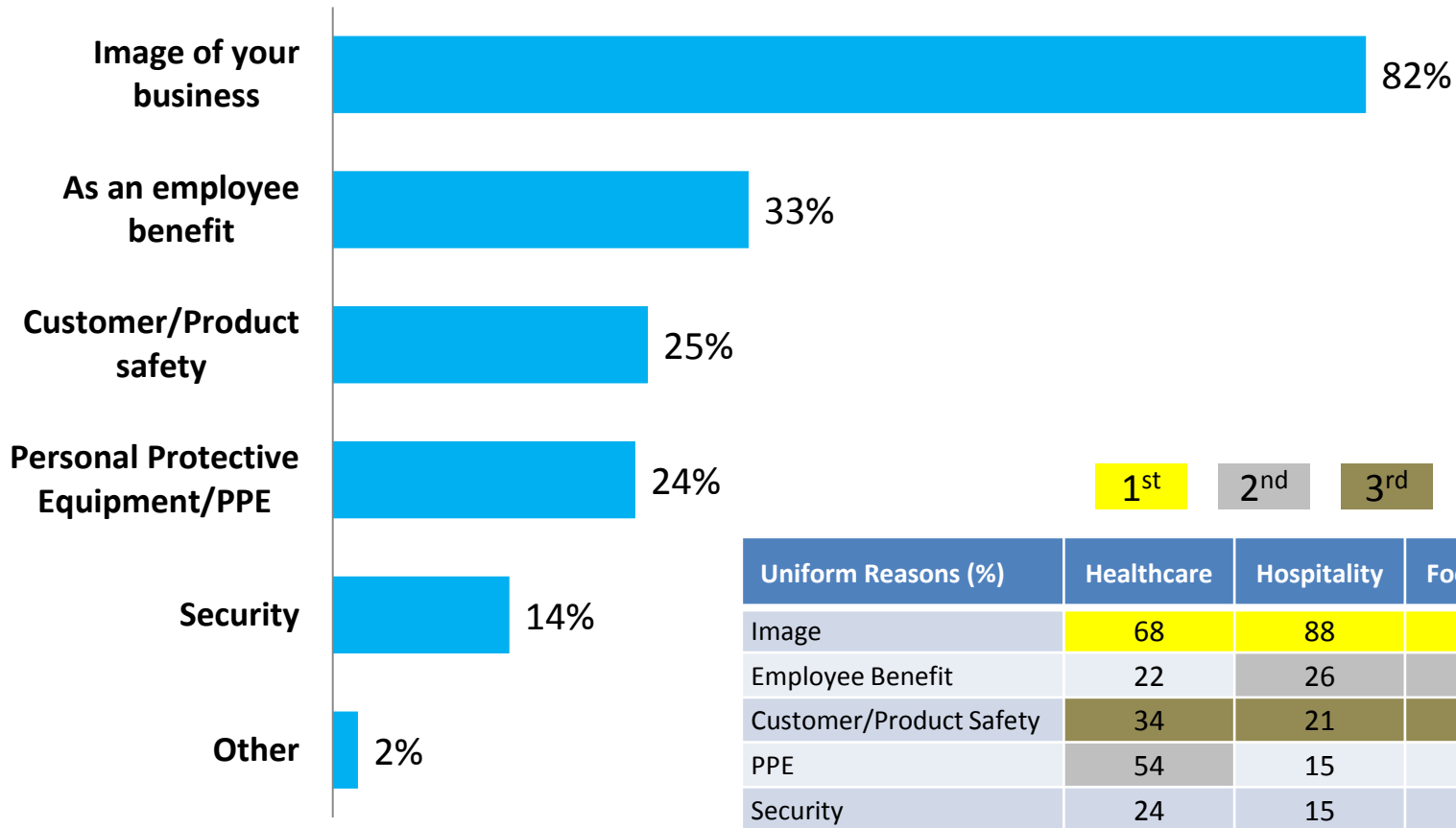
## Uniforms Create a Halo Effect to a Company's Image

- Businesses wear uniforms for their image, and for good reason. Consumers with an opinion prefer businesses in uniform, and associate a number of advantages to uniformed employees.
  - Uniforms make it easier to identify workers.
  - Consumers feel more comfortable explaining purchase requirements to an employee in uniform.
  - Uniform employees are more professional than employees not in uniform. Uniformed employees are seen as being more trustworthy, credible, courteous, attentive, competent, and knowledgeable.
  - Uniforms also create a sense of higher product quality.

Company image is the clearly the top reason for having employees wear uniforms.

## Reasons Businesses Wear Uniforms

**Among Business Decision Makers That Rent Uniforms or Textiles**  
 (Multiple Responses Allowed, Answers Add Up To More Than 100%)

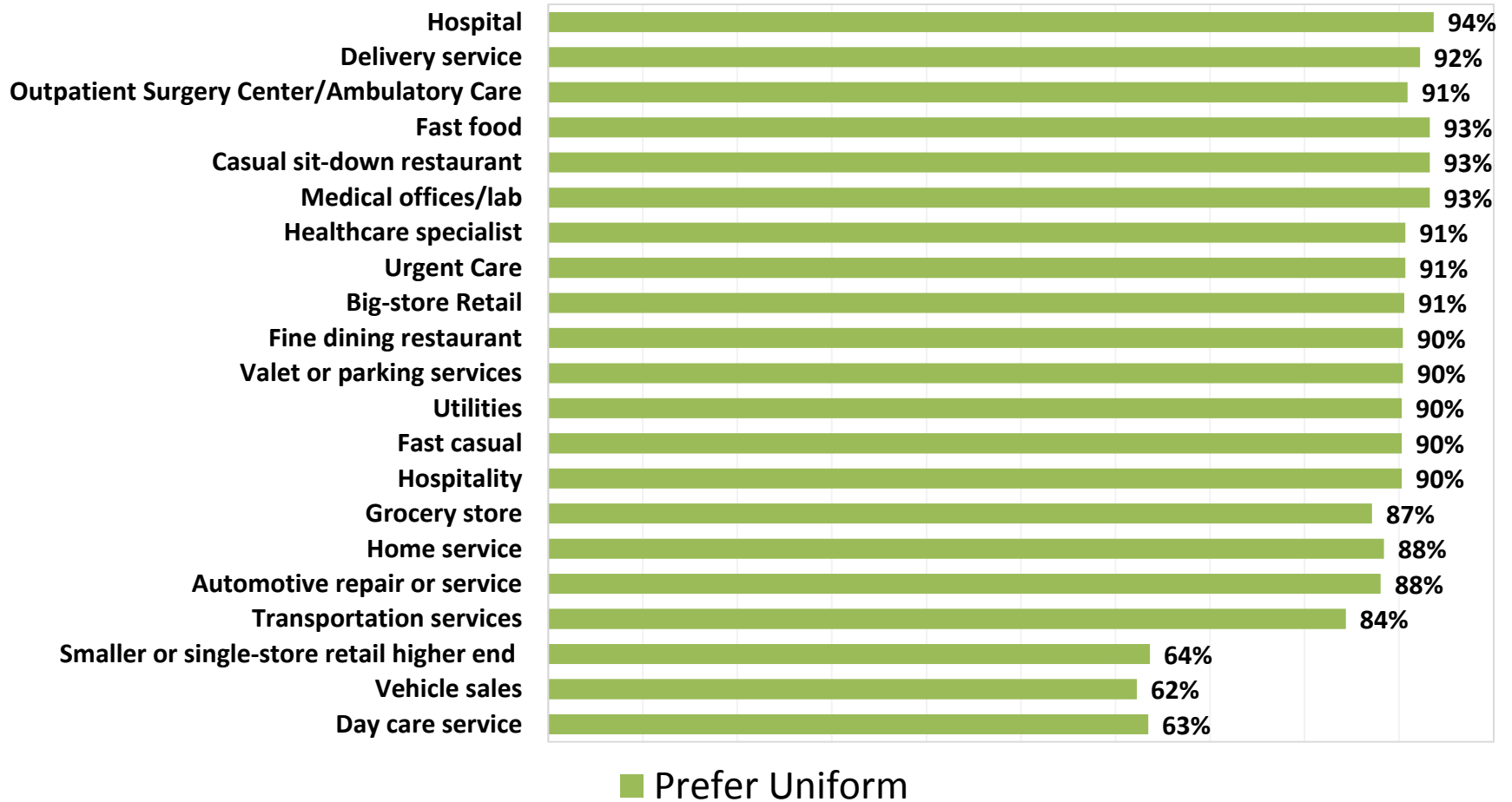


Q7. Which, if any, of the following comes closest to the reasons your employees wear uniforms?

Nearly two thirds or more of those with an opinion want businesses and services to wear uniforms.

## Prefer Employees To Wear Uniforms

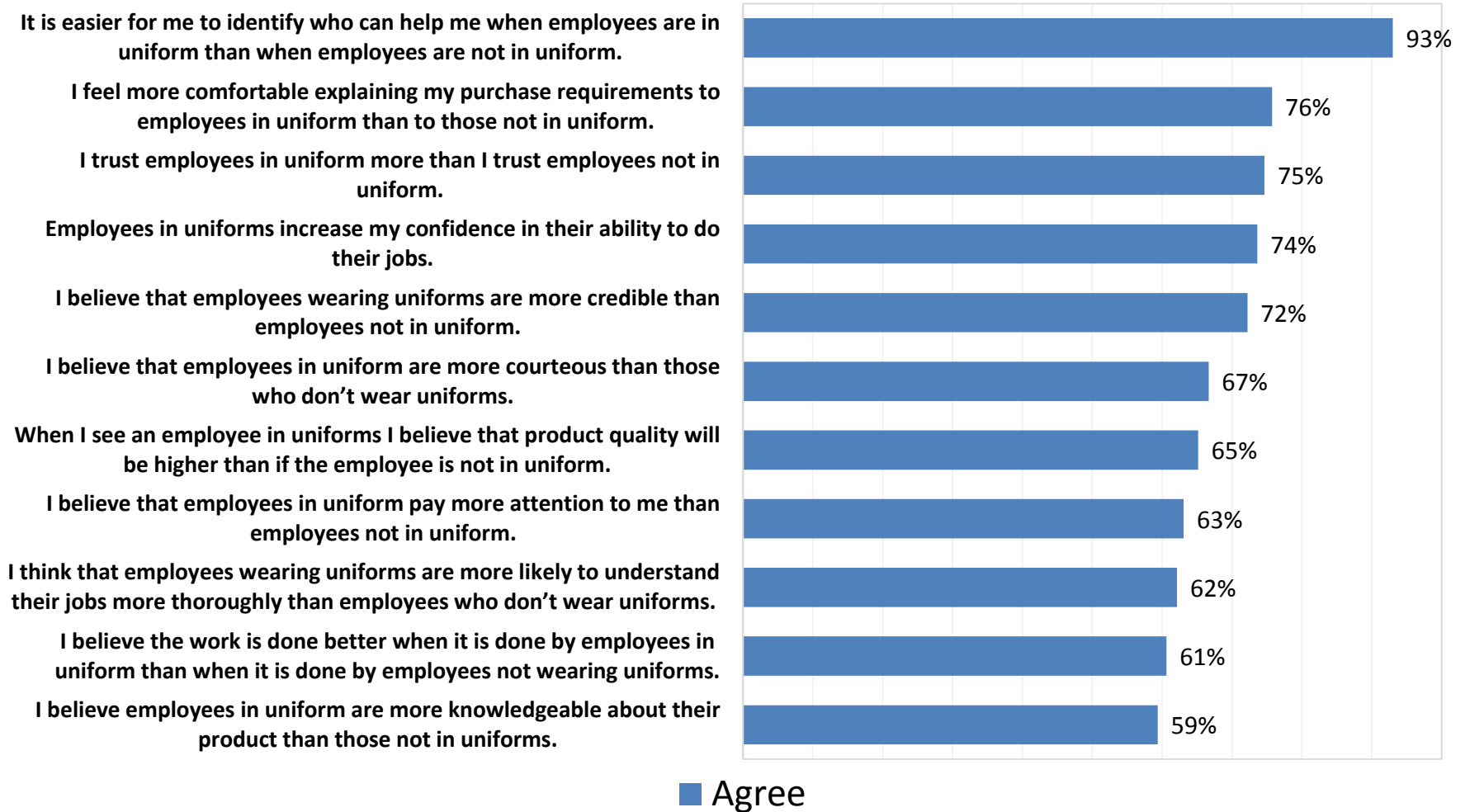
Among Consumers With An Opinion



Q36-56. For each of the following workplace settings, please indicate whether your preference is for employees to wear uniforms (or dress alike) or not. If you don't have a firm view one way or another, just indicate so.

Clear majority of consumers with an opinion see the advantages of having employees in uniforms.

## Statement Agreement Among Consumers With An Opinion



Q57-67. The following contains a number of statements about work uniforms. For each statement, please indicate the response that most accurately reflects your opinion.



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## Reasons For Renting Uniforms & Textiles

## Convenience Top Reason For Renting Uniforms and Textiles

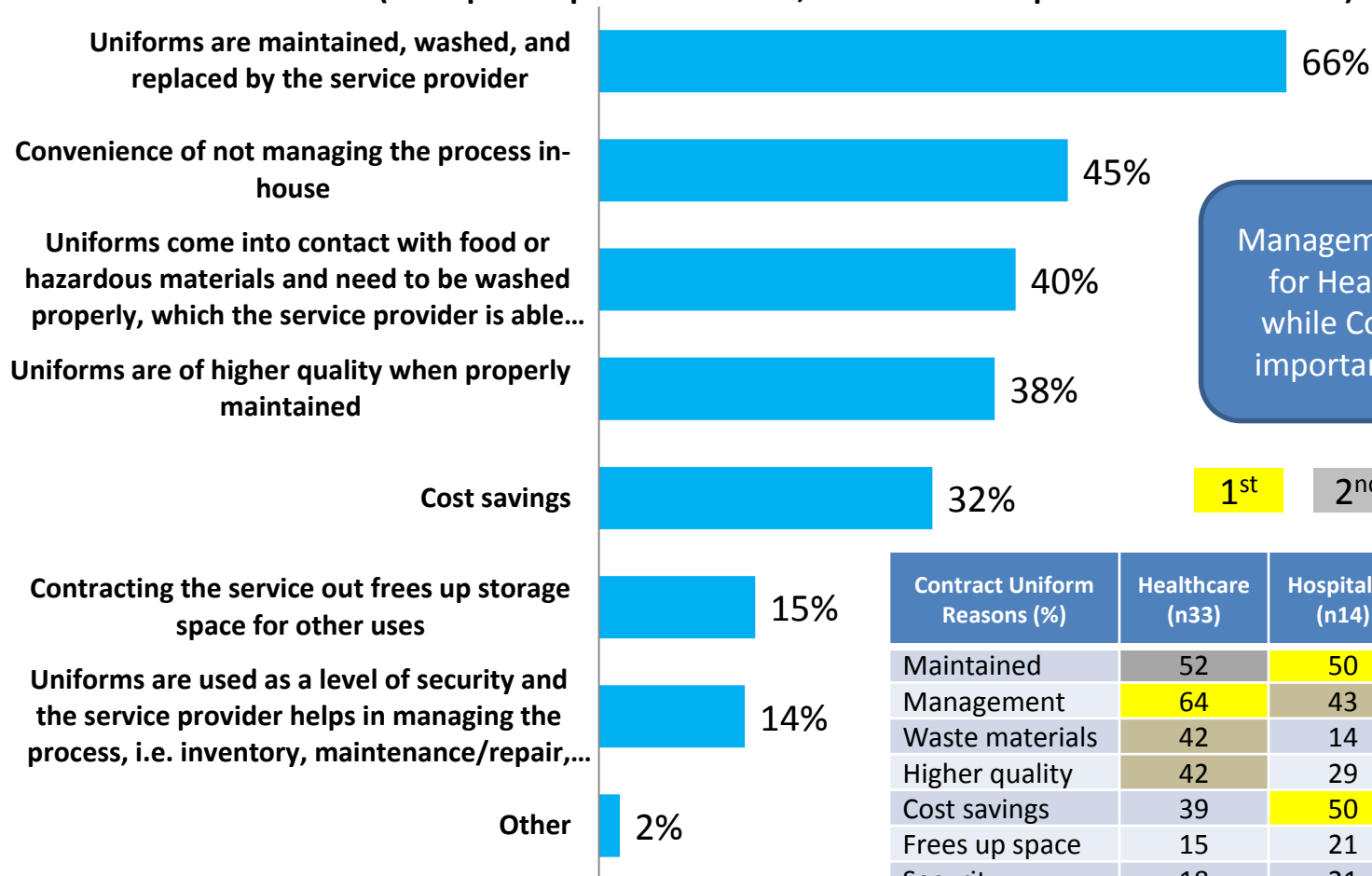
- Businesses rent uniforms, or textiles, for convenience. The convenience of the provider maintaining, washing and replacing the product, followed by the convenience of having someone else manage the process. Other reasons frequently given are materials coming into contact with waste, cost savings, and a higher quality of uniforms.
- Factors on deciding to rent uniforms, or textiles, are more important in certain sectors.
  - In the Hospitality sector, cost savings rises in importance for both product lines.
  - In Healthcare, others managing the uniform process is a more wide spread factor.
  - While in the Industrial sector, others managing the textile process is a more frequent response.

Garment maintenance is the most frequent reason given for contracting uniforms followed by convenience, waste contact, and quality.

## Contracting Uniforms Reasons

Among Business Decision Makers That Rent Uniforms, n116

(Multiple Responses Allowed, Answers Add Up To More Than 100%)



Management is the top reason for Healthcare companies, while Cost Savings jumps in importance with Hospitality.

1<sup>st</sup> 2<sup>nd</sup> 3<sup>rd</sup>

Contract Uniform Reasons (%)	Healthcare (n33)	Hospitality (n14)	Food/Bev (n32)	Industrial (n37)
Maintained	52	50	66	84
Management	64	43	44	30
Waste materials	42	14	53	35
Higher quality	42	29	41	35
Cost savings	39	50	25	24
Frees up space	15	21	16	11
Security	18	21	9	11

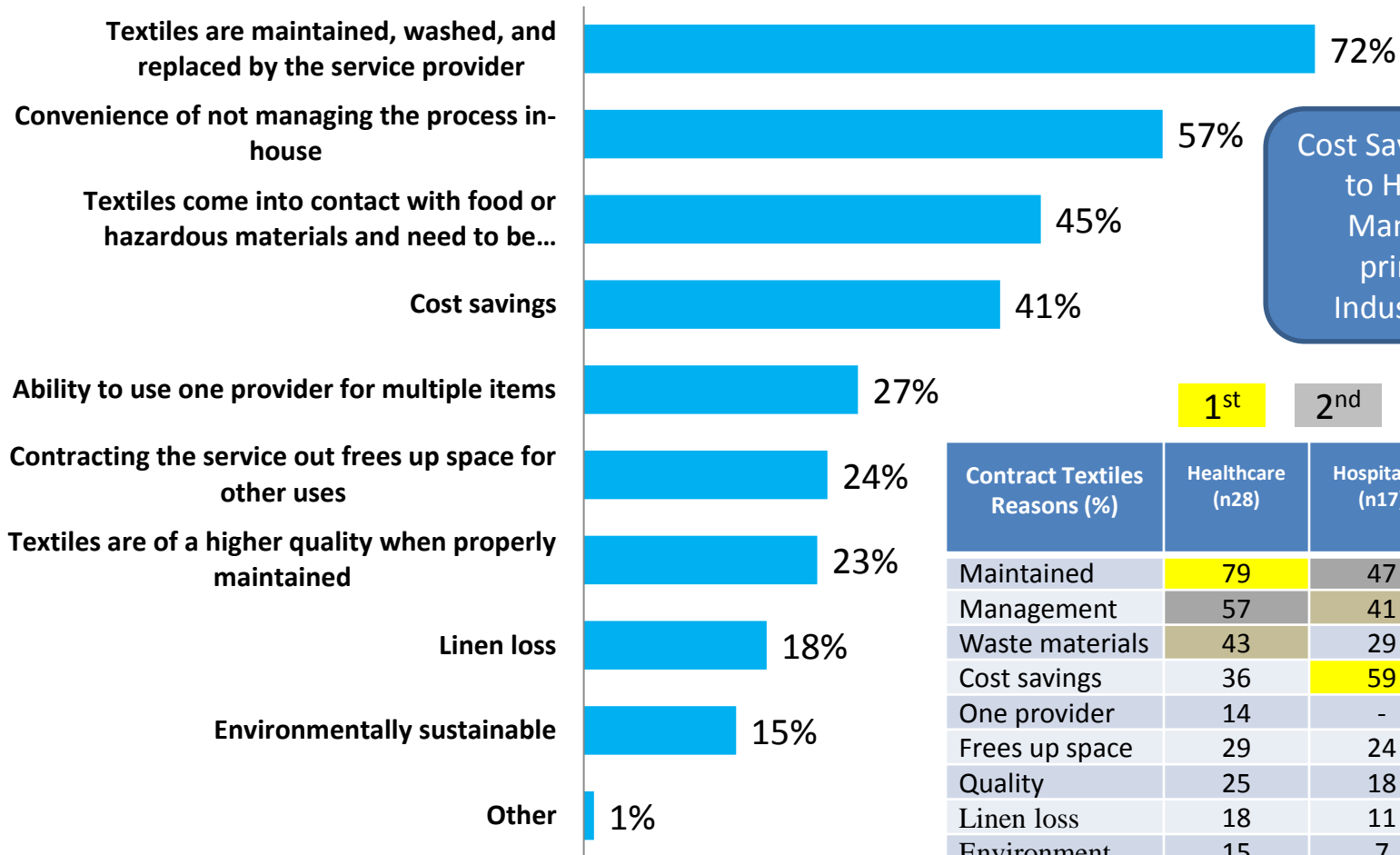
Q14. Please indicate which of the following reasons influence your decision to contract for uniforms. (CHOOSE ALL THAT APPLY)

Product maintenance is the number one reason for contracting textiles followed by convenience, waste contact, and cost savings.

## Contracting Textiles Reasons

**Among Business Decision Makers That Rent Textiles, n110**

(Multiple Answers Allowed, Responses Add Up To More Than 100%)



Cost Savings are important to Hospitality, while Management is the primary factor for Industrial companies.

Contract Textiles Reasons (%)	Ranking			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
	Healthcare (n28)	Hospitality (n17)	Food/ Bev (n42)	Industrial (n23)
Maintained	79	47	88	52
Management	57	41	57	70
Waste materials	43	29	52	48
Cost savings	36	59	40	35
One provider	14	-	38	43
Frees up space	29	24	19	26
Quality	25	18	24	22
Linen loss	18	11	24	21
Environment	15	7	24	14

Q15. Please indicate which of the following reasons influence your decision to contract for reusable textiles. (CHOOSE ALL THAT APPLY)

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## Choosing Service Providers

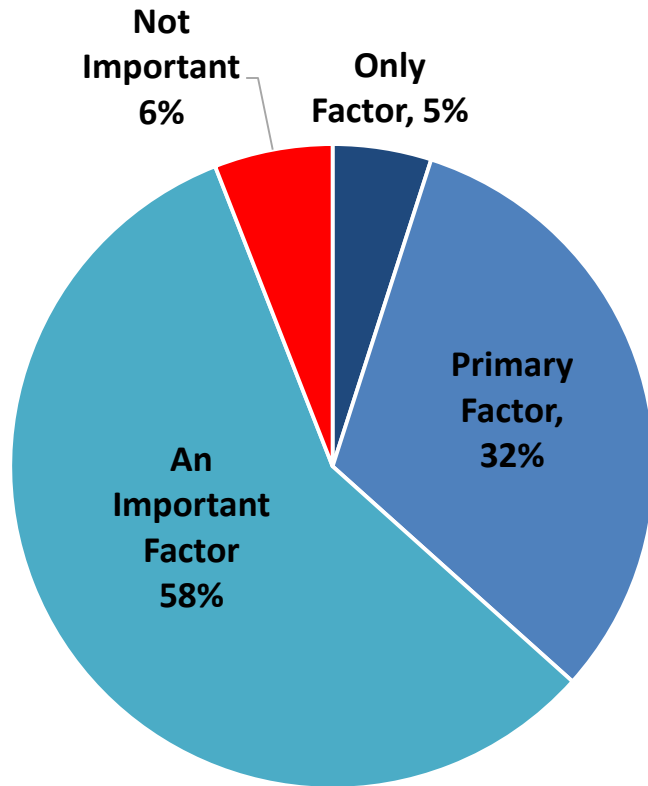
## Customer Service, Reliability, and Quality Control Used to Select Service Provider

- While price is an important factor when decision makers decide on their uniform or textile service provider, other factors being widely considered are customer service, reliability, and quality control. When possible customer benefits/offerings should be connected to those three points: making things easier for the customer, ensuring reliability of service, and used as a part of their quality control.

Price is an important factor when deciding on uniform and textile service providers.

**Among Business Decision Makers That Rent Uniforms or Textiles**

**Importance of Price When Renting Textiles or Uniforms**



Price Importance (%)	Healthcare	Hospitality	Food/Bev	Industrial
Only Factor	6	5	3	4
Primary Factor	26	27	41	32
An Important Factor	62	61	53	56
Not Important	6	7	3	8

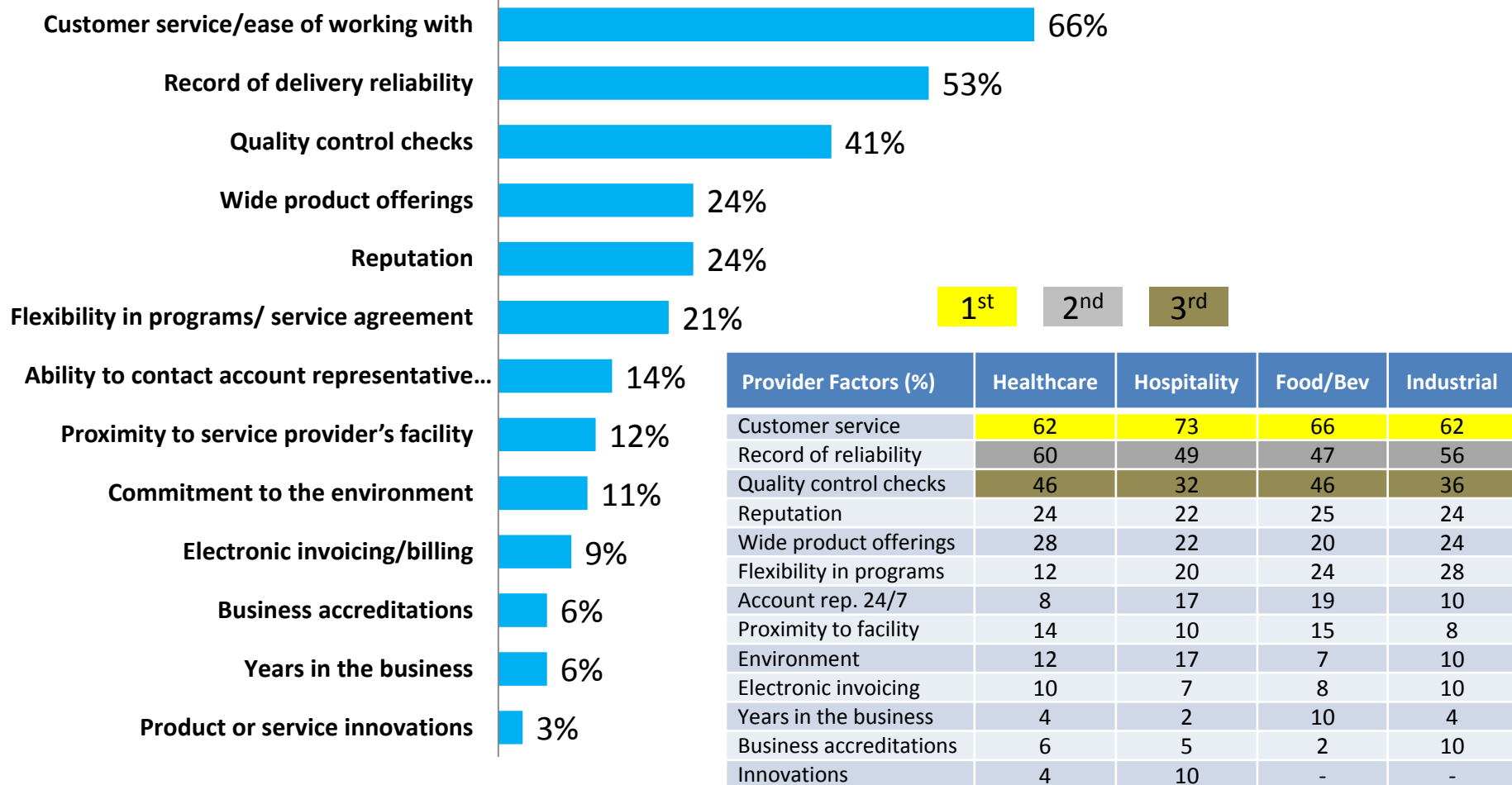
Q10. When it comes to renting your employee uniforms, linens, or other materials for your business, how important is price in selecting a service provider?

When price is removed from the equation, Customer Service, Reliability, and Quality Controls are the three most widely considered factors to select a service provider.

## Most Important Factors Selecting a Provider

Among Business Decision Makers That Rent Uniforms or Textiles

(Multiple Responses Allowed, Answers Add Up To More Than 100%)



Q11. Which three of the following factors would you say are the MOST important in your decision-making process related to selecting a service provider? (CHOOSE UP TO THREE)



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Potential Service Provider Vulnerabilities

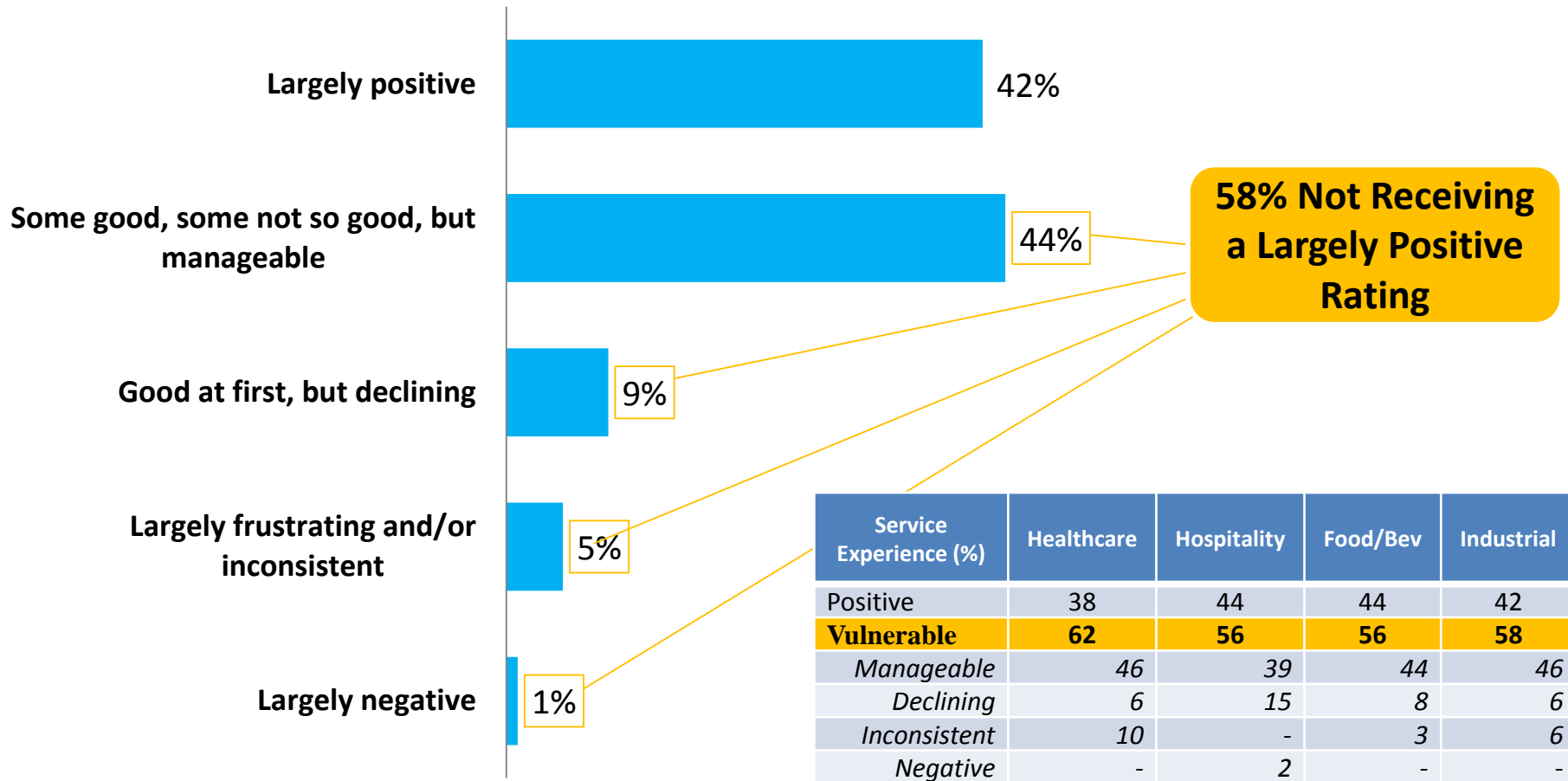
## Customers Could Be Poached by Price and Better Customer Service

- Majority of service providers are receiving less than positive ratings, and are potentially vulnerable to a competitor offering better prices and customer service.

Majority of service providers are NOT receiving a Largely Positive Rating, and are at least somewhat vulnerable to poaching.

## Service Provider Experience

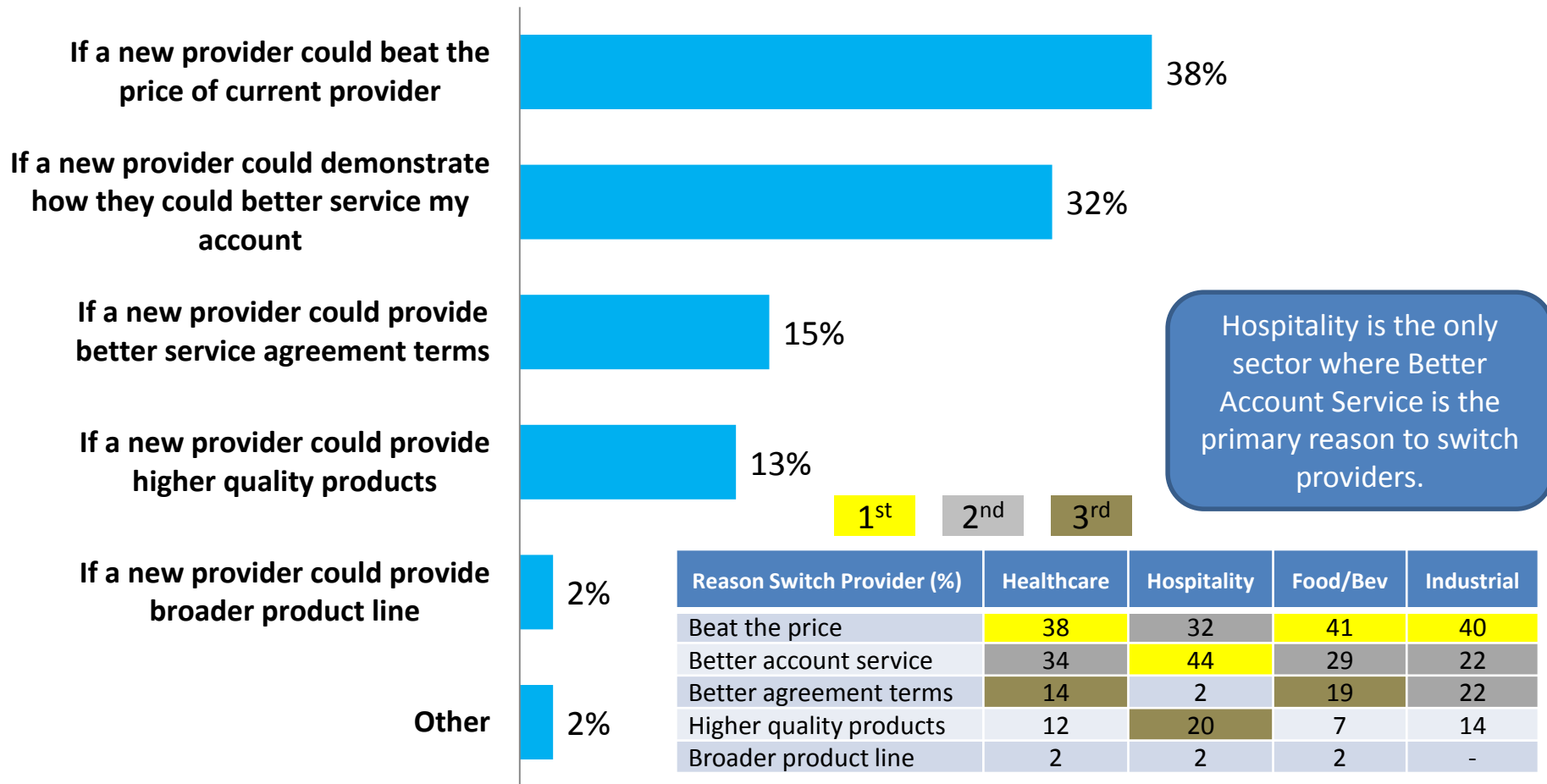
Among Business Decision Makers That Rent Uniforms or Textiles



Q13. Generally speaking, what has your experience been in working with the service providers you have and/or are currently working with? That is, generally has the experience been . . .

Price is the most frequent reason given to switch service providers, followed by better account service.

### Most Likely Reason For Switching Providers Among Business Decision Makers That Rent Uniforms or Textiles



Q12. Which ONE would be, or could be, the most likely reason for switching to a new provider?

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Potential Uniform Growth

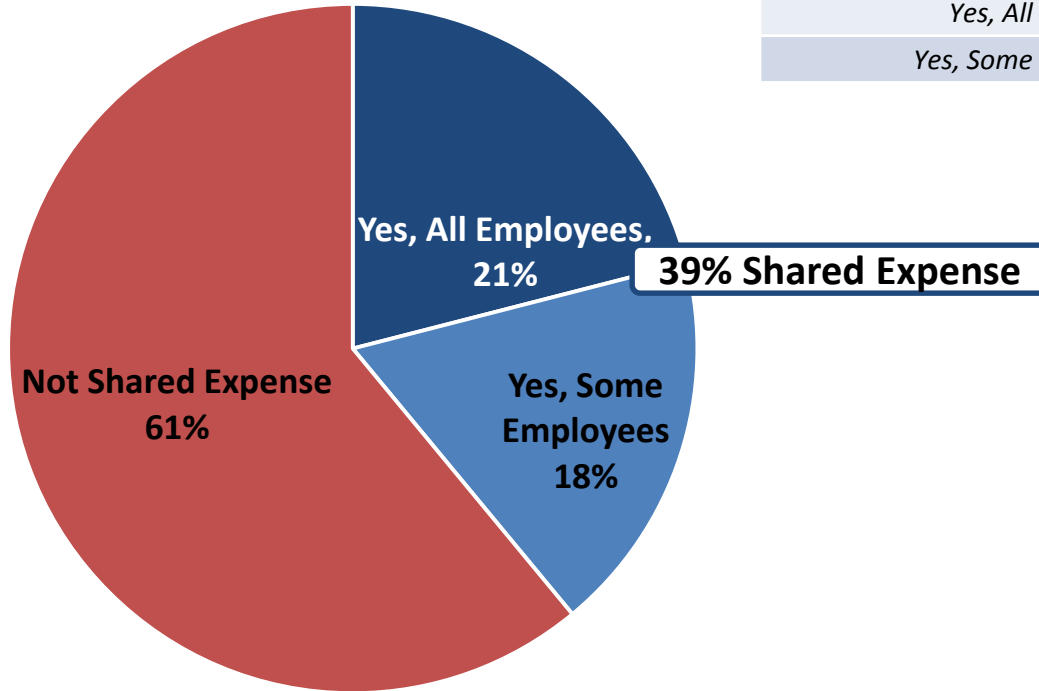
## Potential Growth

- Room for industry growth, on average two in five employees from these companies share at least some cost of their uniform.

Opportunity for growth, on average two in five employees share the expense of their uniforms.

### Among Business Decision Makers That Rent Uniforms

#### Shared Uniform Expense



Shared Expense (%)	Healthcare	Hospitality	Food/Bev	Industrial
<b>At Least Some</b>	<b>44</b>	<b>50</b>	<b>34</b>	<b>33</b>
<i>Yes, All</i>	<i>17</i>	<i>32</i>	<i>18</i>	<i>19</i>
<i>Yes, Some</i>	<i>27</i>	<i>18</i>	<i>16</i>	<i>14</i>

Q8. Is the expense for your employees' uniforms a shared expense between the company and individual employees?

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## Healthcare Sector



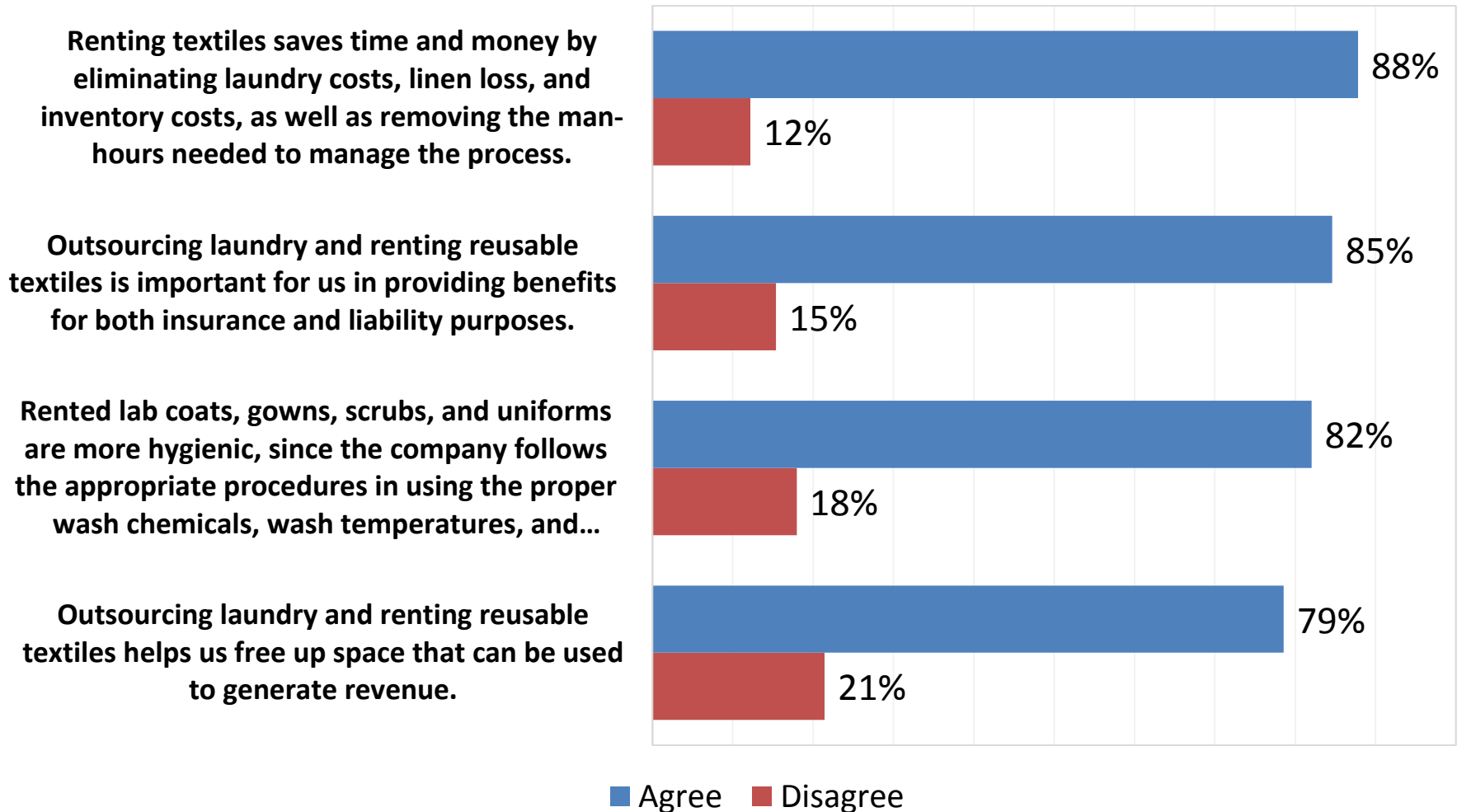
# Healthcare Companies Benefit From Renting Textiles and Garments, and Outsourcing Laundry

- Among these healthcare companies with an opinion, the benefits of renting textiles and medical garments, as well as outsourcing laundry are seen by most.
  - Renting textiles saves time and money.
  - Outsourcing laundry and renting reusable textiles provides benefits for both insurance and liability purposes, and frees up space to generate revenue.
  - Rented lab coats, gowns, scrubs, and uniforms are more hygienic.

Most see the benefits of renting textiles and medical garments, and outsourcing laundry.

## Statement Agreement Among Those With An Opinion

### Healthcare Business Decision Makers That Rent Uniforms or Textiles



H29-32. Next you'll see a series of statements about contracting reusable textiles. For each of these, please indicate whether – based on your experience – you would agree or disagree with the statement.

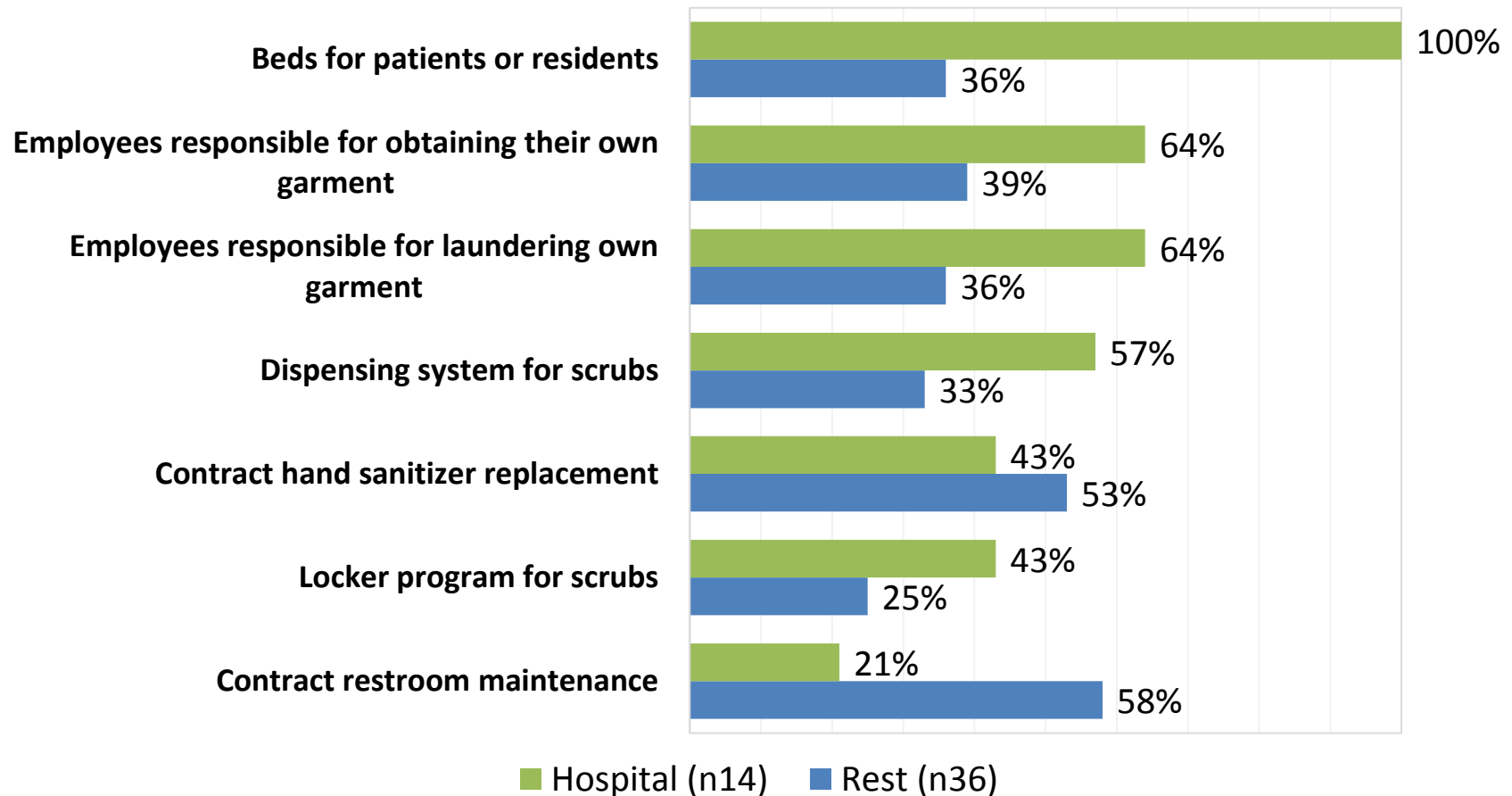
## Potential Growth in Healthcare Sector

- Opportunity for growth in the healthcare sector.
  - Two thirds of these hospital require at least some employees to obtain and launder their own uniform.
  - Most of these healthcare companies use lab coats and scrubs.

Two thirds of these hospitals require at least some employees to obtain their own medical garment and to launder it.

## Healthcare Facility and Company Programs & Policies

Among Healthcare Business Decision Makers That Rent Uniforms or Textiles



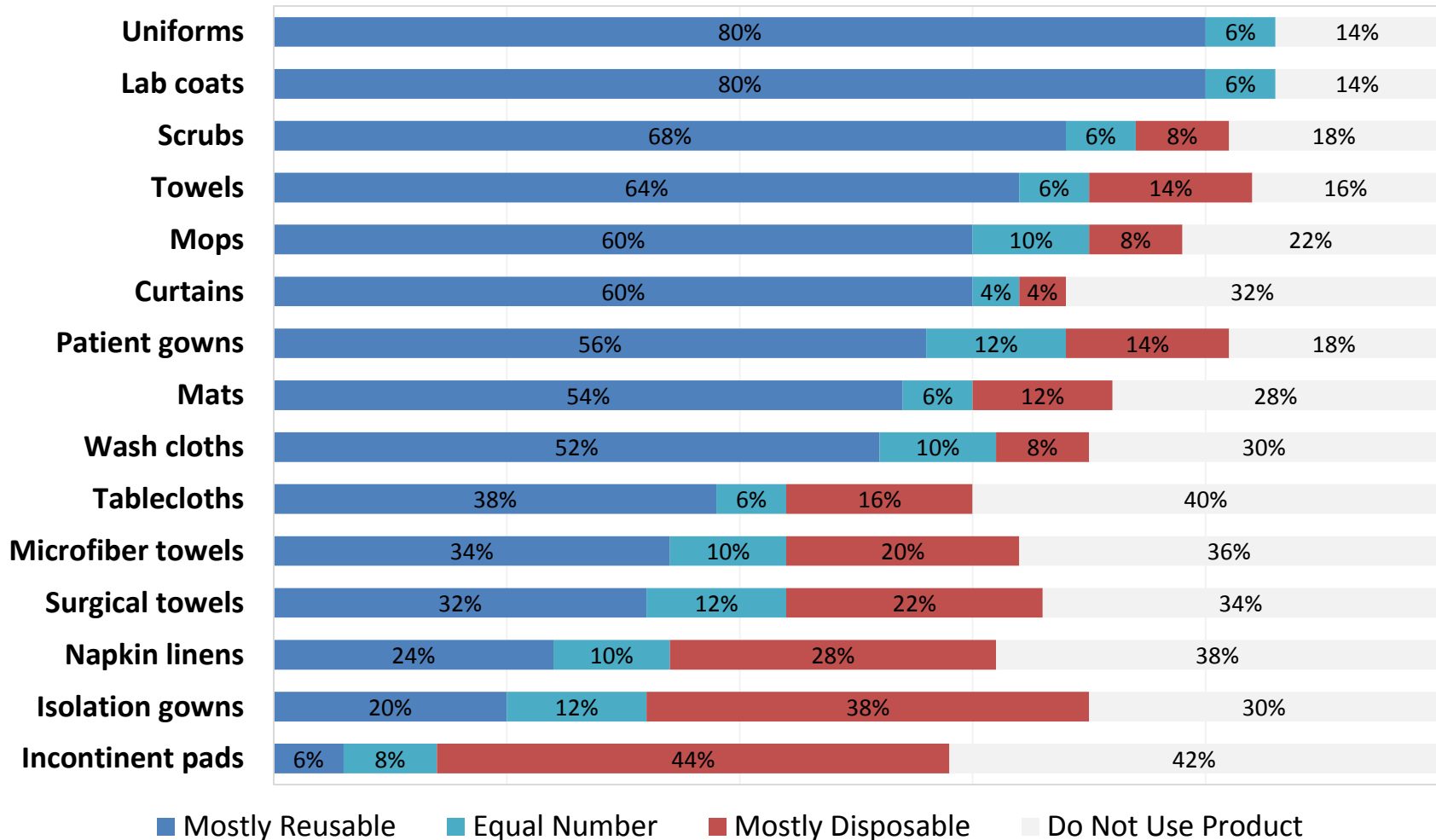
H20-24. Does your facility/company...

H18-19. Are any of the employees responsible for...

# Opportunity to grow business with Healthcare Companies

## Healthcare Company Product Use & Type

Among Healthcare Business Decision Makers That Rent Uniforms or Textiles



H3-17. The following contains a number of products that your healthcare facility may use. Please indicate whether you use reusable products (such as a cloth gown that can be washed) or disposable products (such as a paper gown that can be thrown away). If you do not use the product please just indicate so.

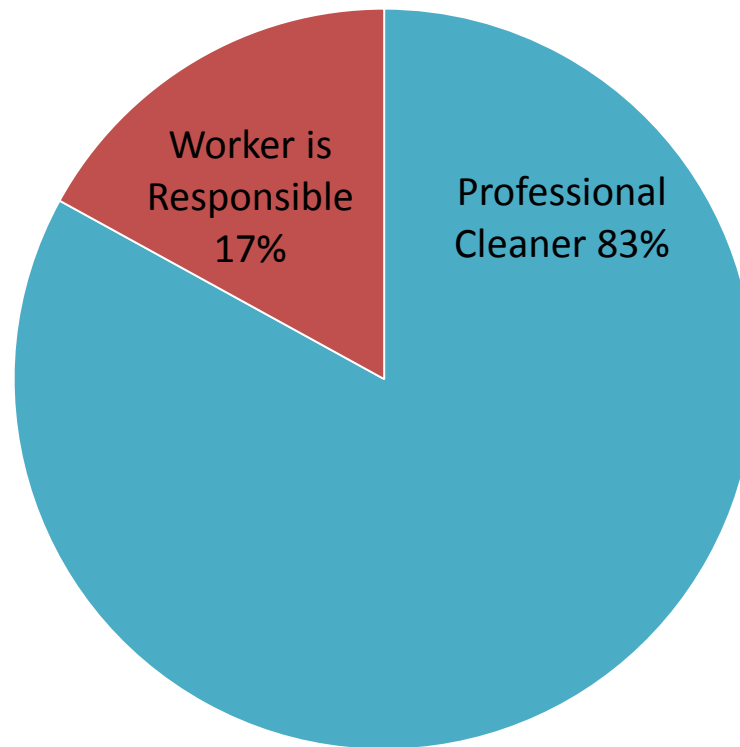
## Lack of Training, Lab Coats Washed Infrequently, Consumer Want Professional Cleaners

- Most consumers believe using a professional launder to clean lab coats will result in cleaner coat vs. having the individual workers being responsible for them. And they appear to be right.
- Of the companies surveyed that require employees to wash their own garments, almost half of these businesses do not provide any training to those employees on the proper procedures to wash medical garments. In addition, most of these same businesses estimate that lab coats are cleaned no more than four times per week.

Most think a professional cleaner will result in cleaner lab coats than a policy where the individual worker is responsible for cleaning their own lab coat.

## Cleaner Lab Coats

Among Consumers

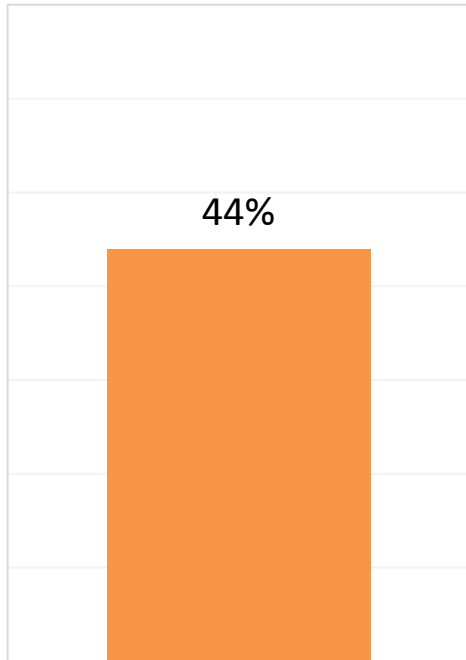


Q83. Which company policy do you think will result in cleaner lab coats?  
A policy where the individual worker is responsible for cleaning their own lab coat  
Contracting a professional cleaner to clean all of the lab coats

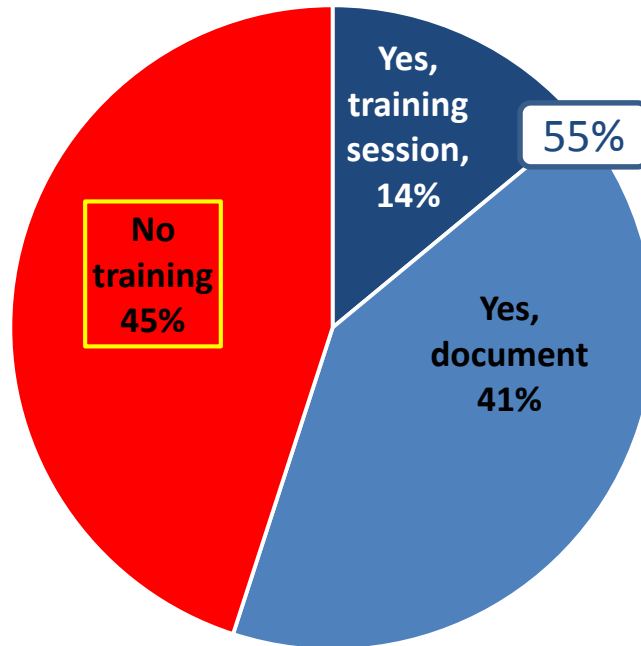
While almost half are responsible for obtaining their own garment, a little less than half of those that n have been trained on the proper procedures to wash medical garments. Most lab coats are cleaned four times per week or less.

**Among Healthcare Business Decision Makers That Rent Uniforms or Textiles**

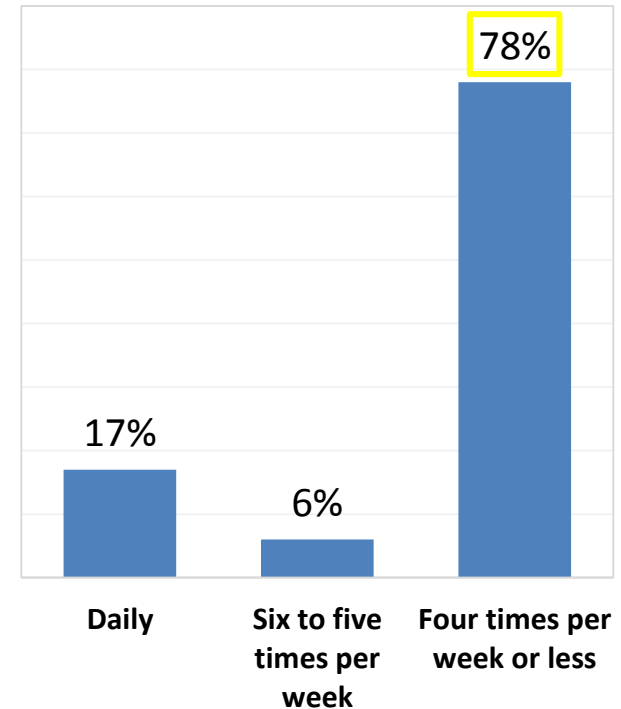
**Responsible For Washing Own Uniform**



**Trained to Clean Uniform  
(n22 Responsible For Washing)**



**Lab Coat Cleaning Frequency  
(n18 Responsible For Washing)**



H19. Are any of the employees responsible for cleaning any company-mandated outfits such as a uniform, lab coat, scrubs, etc.?

H25. Are employees required to clean their own garments given any training on the proper procedures to wash their garments?

H26. To the best of you knowledge, how often are your company's lab coats cleaned?

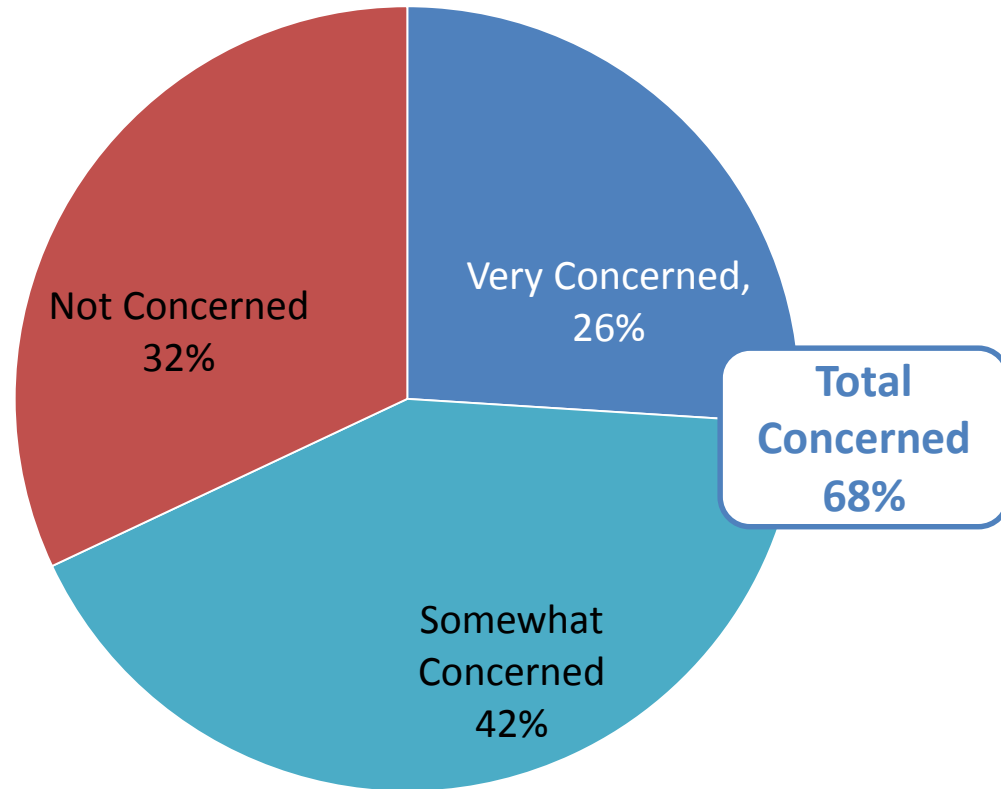


## Scrubs Outside Medical Facilities Cause Concerns

- Consumers are concerned when they see scrubs worn outside of a medical facility. A scrub dispensing system or locker program could alleviate some of these sightings, but less than half of these healthcare companies utilizes one or the other of the programs.

Two thirds are concerned when they see medical professional wear scrubs outside of a medical facility.

## Concern Seeing Scrubs Worn Outside of a Medical Facility Among Consumers

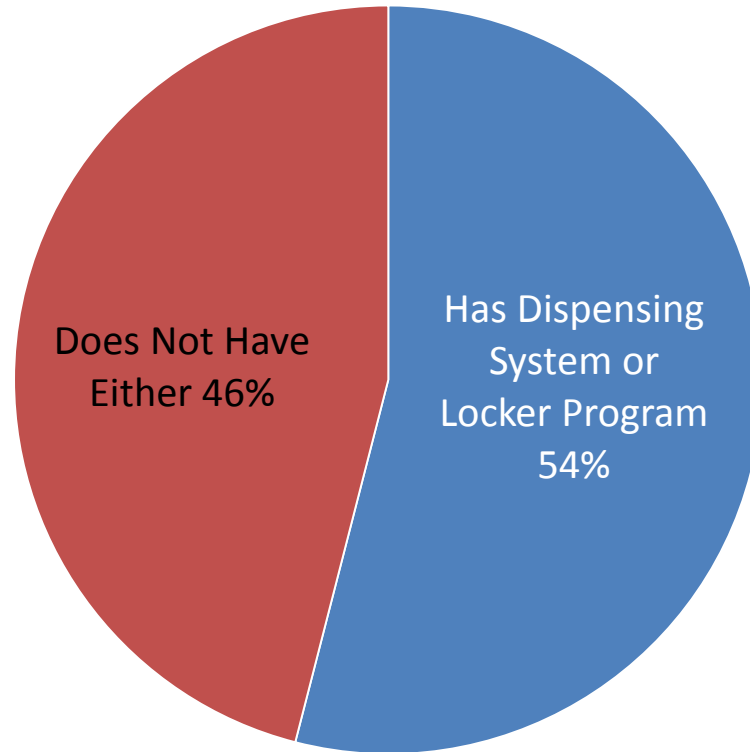


Q82. Sometimes medical professionals wear their scrubs outside of a medical facility for non-medical activities like eating lunch. How concerned are you about them bringing germs either into the restaurant, or back to the medical facility?

Almost half of these companies do not have either a scrub dispensing system or a locker program.

## Scrub Programs Among Scrub Users

Healthcare Business Decision Makers That Rent Uniforms or Textiles



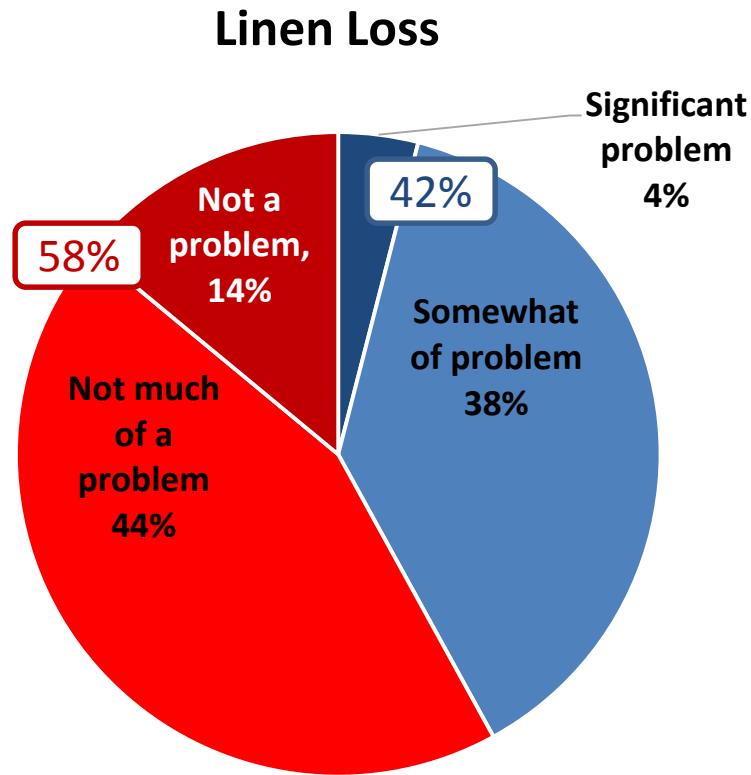
H23. Does your company have a dispensing system for scrubs?

H24. Does your company have a locker program for scrubs?

## Hospitals identify linen loss as a problem

- Hospitals are almost twice as likely view linen loss as a problem than others in the healthcare segment.

Two thirds of these hospitals have a problem with linen loss.



Linen Loss (%)	Hospital (n14)	Rest (n36)
Problem	64	33
Not A Problem	36	67

H28. Linen loss is the loss of items such as towels, sheets, and garments due to damage to the item, theft, or items destroyed that could be washed. How prevalent of a problem is linen loss for your business?

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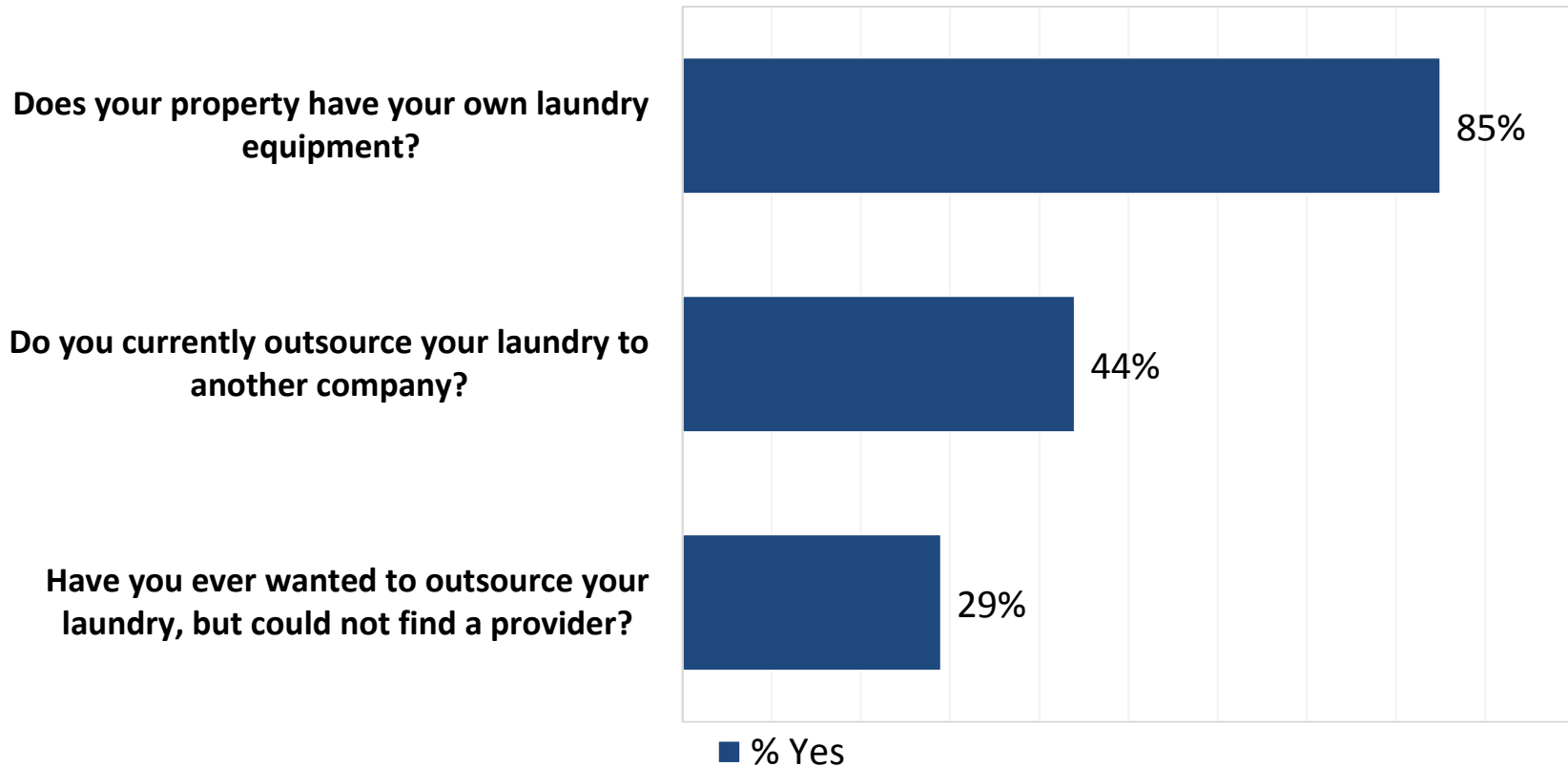
## Hospitality Sector

## Opportunity For Growth & Biggest Impediment

- The biggest impediment to growth in the hospitality sector is that almost all of these companies have their own laundry. But there is room to grow. Only 44% of these companies are currently outsourcing their laundry. In addition, nearly a third have attempted to outsource their laundry, but were unable to find a provider.

Most own their own laundry equipment. Fewer than half in the Hospitality segment currently outsource. Nearly a third have tried to outsource their laundry, but could not find a provider.

## Laundry Equipment & Outsourcing Experiences Among Hospitality Business Decision Makers



T17-20. Please indicate the response that most accurately reflects your situation.



## Not Factoring Laundry Costs Correctly

- Businesses surveyed as part of the hospitality segment are not factoring the cost of laundry correctly. Fewer than half (49%) factor in the costs for water or energy in their calculations, which are two of the largest factors in determining laundry costs. Furthermore, 15% of these businesses have not even attempted to make a calculation.

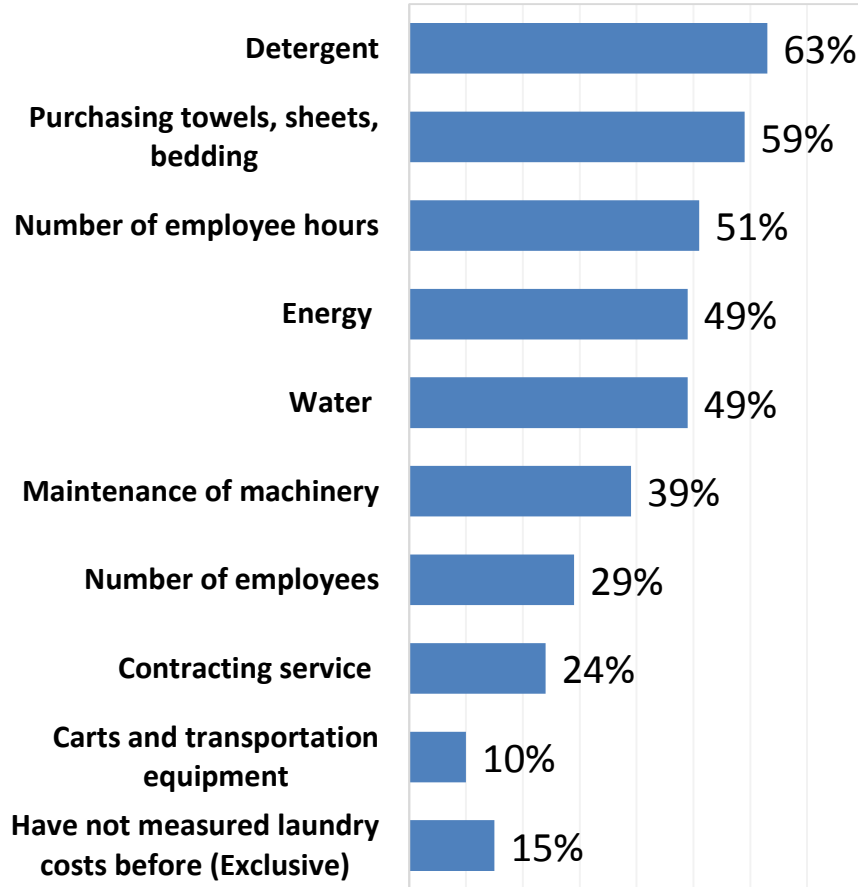
Detergent, textile purchases, employee hours, and energy & water costs are the most frequent factors in estimating laundry costs.

Two in five of these companies have monthly laundry costs over \$5,000.

**Among Hospitality Business Decision Makers**

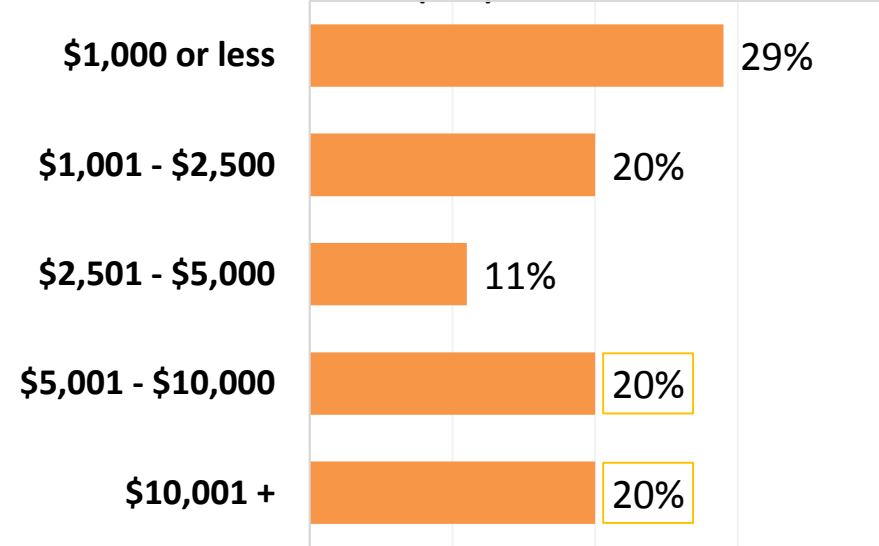
**Factors in Estimating Laundry Costs**

(Multiple Responses Allowed, Adds Up To More Than 100%)



**Estimated Monthly Laundry Cost**

(n35)



■ Average Monthly Cost

Average Monthly Cost	Hospitality	Hotels 100-199 Rooms (n15)	Hotels 200+ Rooms (n13)
<b>Mean</b>	\$7,227	\$4,264	\$11,269

T22. When measuring your businesses laundry costs, what line items do you use? (CHOOSE ALL THAT APPLY)

T23. If you had to guess, on average how much per month does it cost to process your laundry?

## Sheets Not A Main Factor When Choosing a Hotel

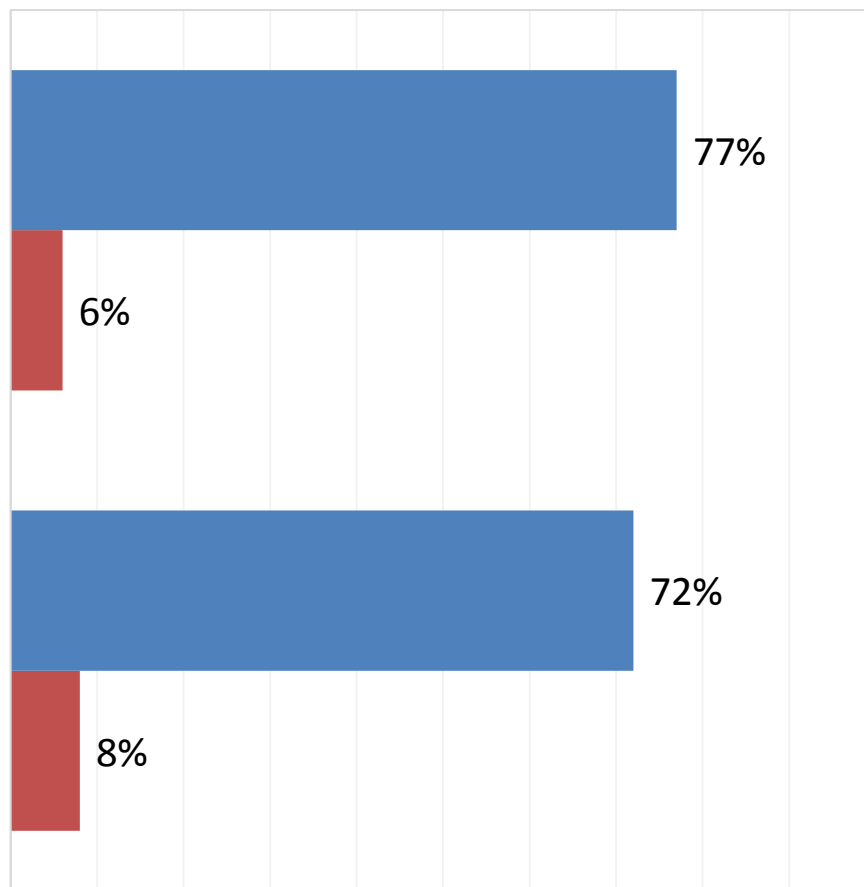
- When choosing a hotel, sheets, not surprisingly, take a back seat to hotel price, location and amenities. Consumers expect sheets and linens to correspond with the type of hotel, but are not a main factor in deciding where to stay.

When choosing a hotel, sheets, not surprisingly, take a back seat to hotel price, location and amenities. Consumers expect sheets and linens to correspond with the type of hotel, but are not a main factor in deciding where to stay.

### Statement Agreement

Among Consumers

Price, location, and amenities are more important when choosing a hotel than the type of sheets and linens the hotel uses.



■ Agree ■ Disagree

Q68-69. The following statements are about how linens and sheets factor into your decision on choosing a hotel. For each statement, please indicate the response that most accurately reflects your opinion.

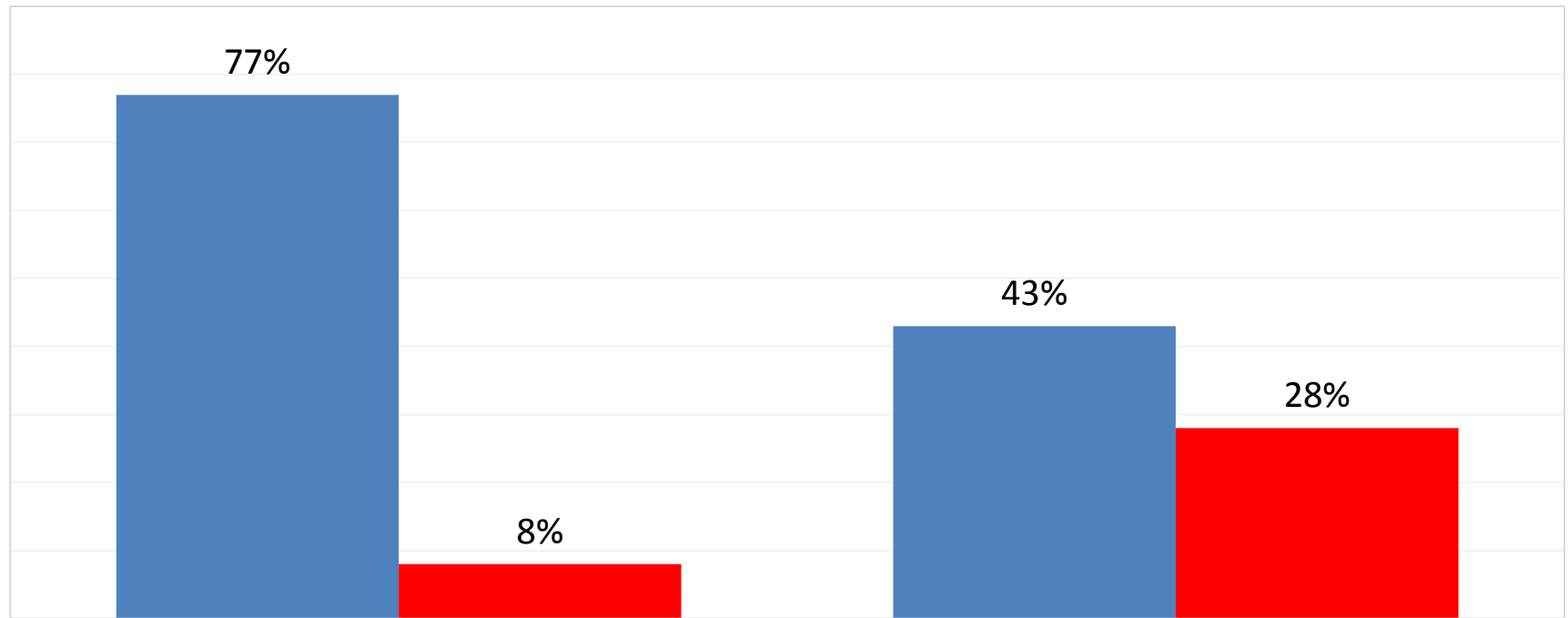
TRSA Online Survey - March 2015

## Hotels Need To Be Educated About the Environmental Benefits of Outsourcing Laundry

- More consumers believe hotels are trying to save money from conservation programs rather than trying to protect the environment. Instead of being pressured to reuse linen and towels, consumers want hotels to wash their laundry in a more environmentally friendly manner. These hotels on the other hand, are not sold on the environmental benefits of outsourcing laundry, and need to be educated.

More consumers believe hotels are trying to save money from conservation programs than trying to protect the environment.

## View of Hotel Conservation Programs Among Consumers



The real reason hotels are pressuring guests to reuse their linens and towels is to save money by cutting utility and laundry costs.

The real reason hotels are pressuring guests to reuse their linens and towels is to protect the environment.

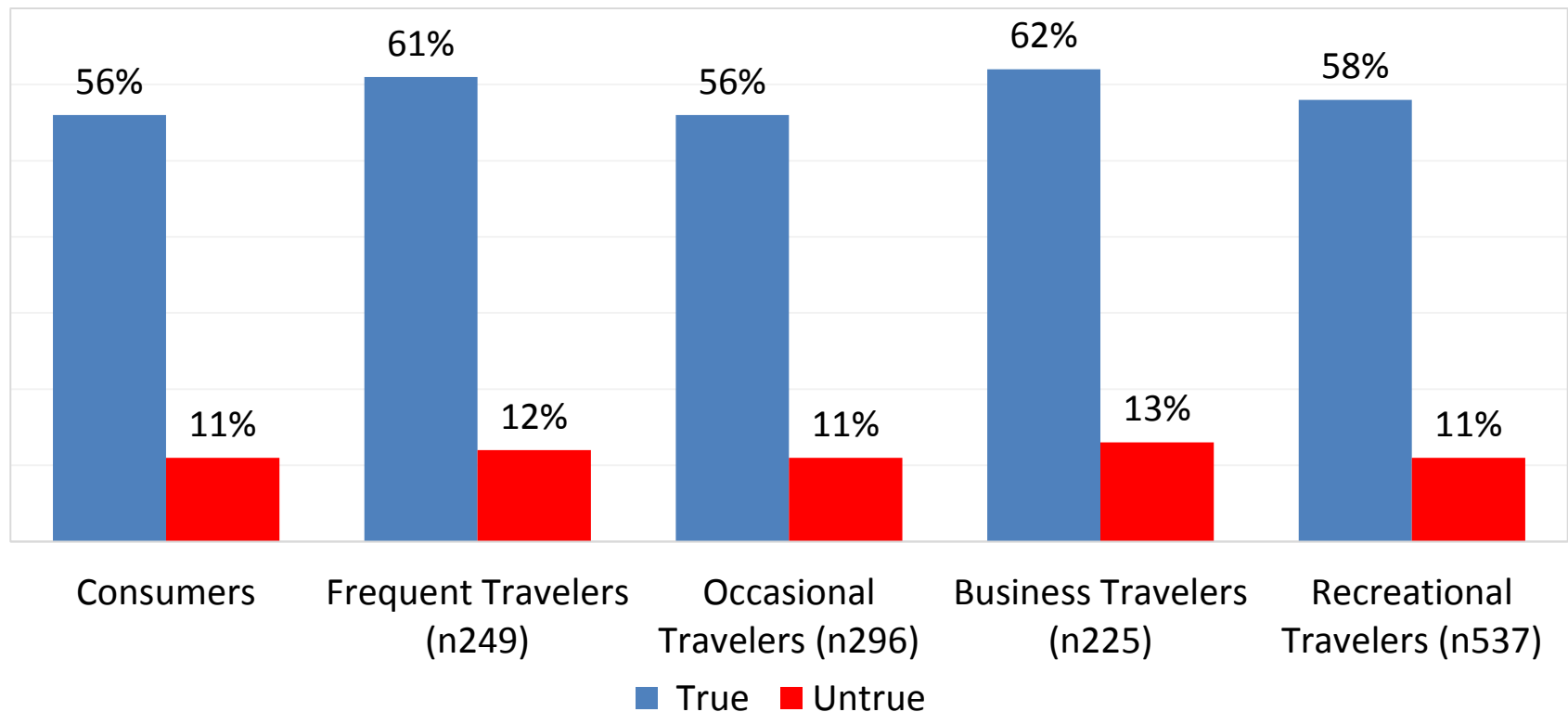
■ True ■ Untrue

Q72-73. For each statement below, indicate the degree to which you think it is true or untrue:

Travelers prefer the use of a more environmentally friendly laundry than being pressured to reuse their linen and towels.

## Want Hotels to Launder in a More Environmentally Manner Among Consumers

*“Instead of pressuring guests to reuse their linens and towels, I’d prefer the hotel to have their linens and towels laundered in a more environmentally friendly manner.”*

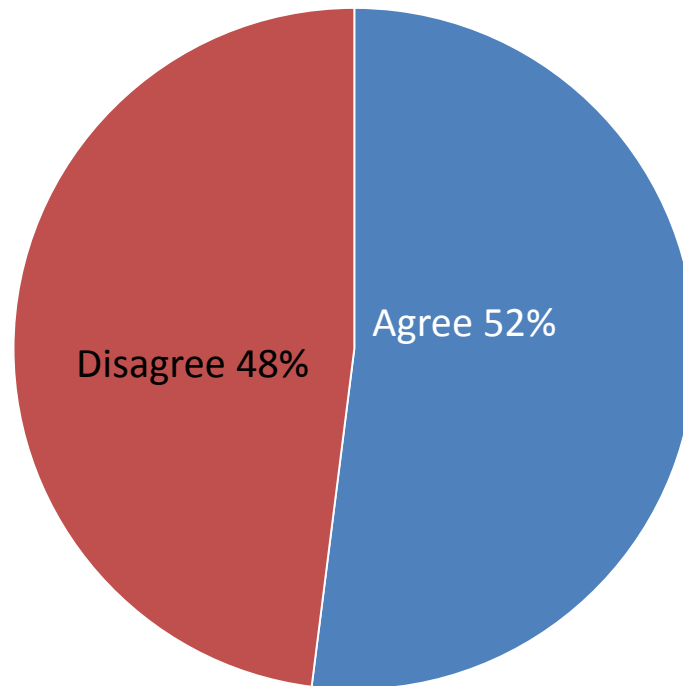


Q74. For each statement below, indicate the degree to which you think it is true or untrue:

Education needed on the environmental benefits of outsourcing laundry.

**Statement Agreement Among Those With An Opinion**  
**Among Hospitality Business Decision Makers**

***“Outsourcing laundry is better for the environment because it uses less resources such as water and energy.”***



T25. Next you'll see a series of statements about contracting reusable textiles. For each of these, please indicate whether – based on your experience – you would agree or disagree with the statement. Outsourcing laundry is better for the environment because it uses less resources such as water and energy.



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## Food & Beverage Sector

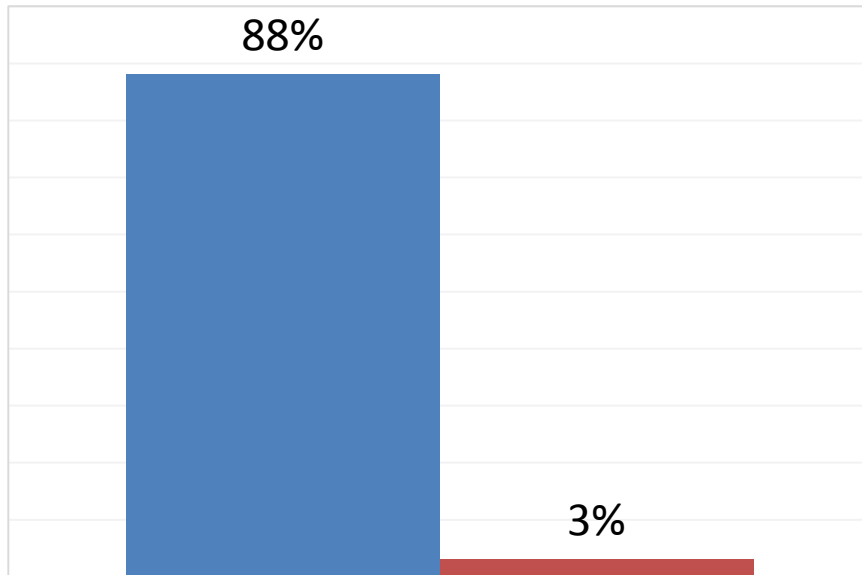
## Renting Textiles Save Time & Money

- Wide agreement with these Food and Beverage companies that renting reusable textiles save restaurants time and money. Almost all are satisfied with their reusable textile service providers, in fact a majority are very satisfied.

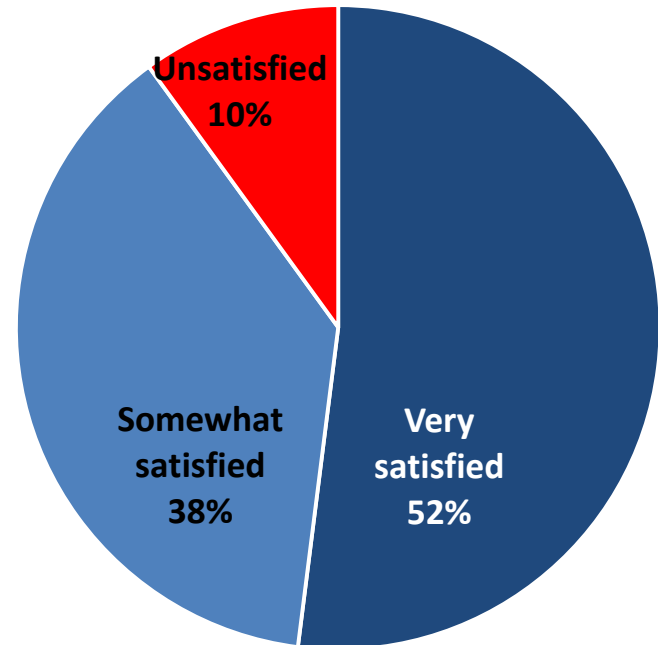
Restaurants save time and money by renting reusable linens.  
These Food & Beverage businesses are satisfied with their textile providers.

**Food & Beverage Business Decision Makers That Rent Uniforms or Textiles**

**Restaurants Save Time & Money  
Renting Reusable Textiles**



**Textile Provider Satisfaction  
(n42 Has Textile Contract)**



**Restaurants save time and money when renting reusable linens by eliminating costs for inventory, laundry, and man-hours to manage the process.**

■ Agree ■ Disagree

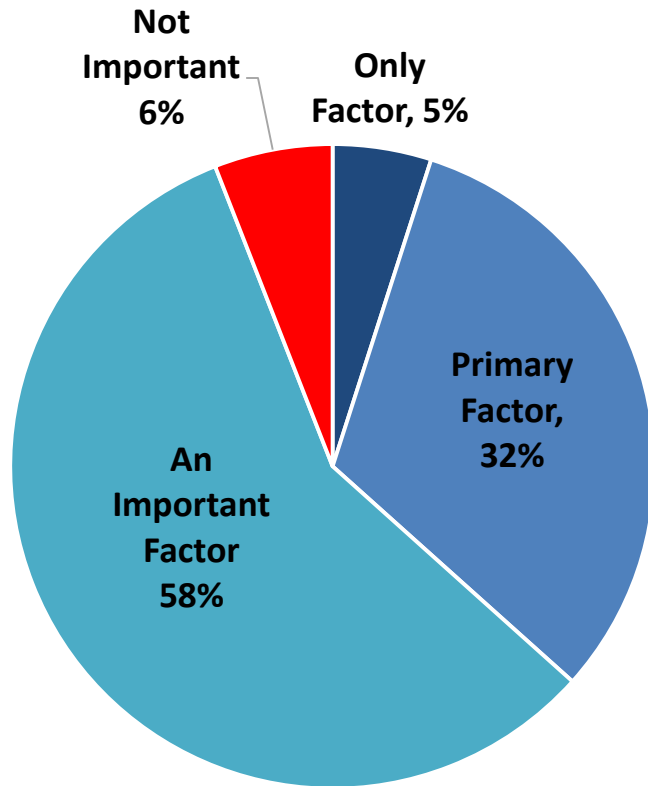
F25-26. Next you'll see a series of statements about contracting reusable textiles. For each of these, please indicate whether – based on your experience – you would agree or disagree with the statement.

## Food and Beverage tend to be more price sensitive than other segments

- Fully 41% of Food and Beverage businesses surveyed tag price as the “primary factor” in choosing a service provider. This compares with 32% of all businesses surveyed identifying price as the “primary factor.”

Few say price is not an important factor when deciding on service providers. Businesses in the Food and Beverage sector tend to be more price sensitive.

## Importance of Price When Renting Textiles & Uniforms



Price Importance (%)	Healthcare	Hospitality	Food/Bev	Industrial
Only Factor	6	5	3	4
Primary Factor	26	27	41	32
An Important Factor	62	61	53	56
Not Important	6	7	3	8

Q10. When it comes to renting your employee uniforms, linens, or other materials for your business, how important is price in selecting a service provider?

## Clear Advantages for Restaurants to Use Tablecloths & Linens

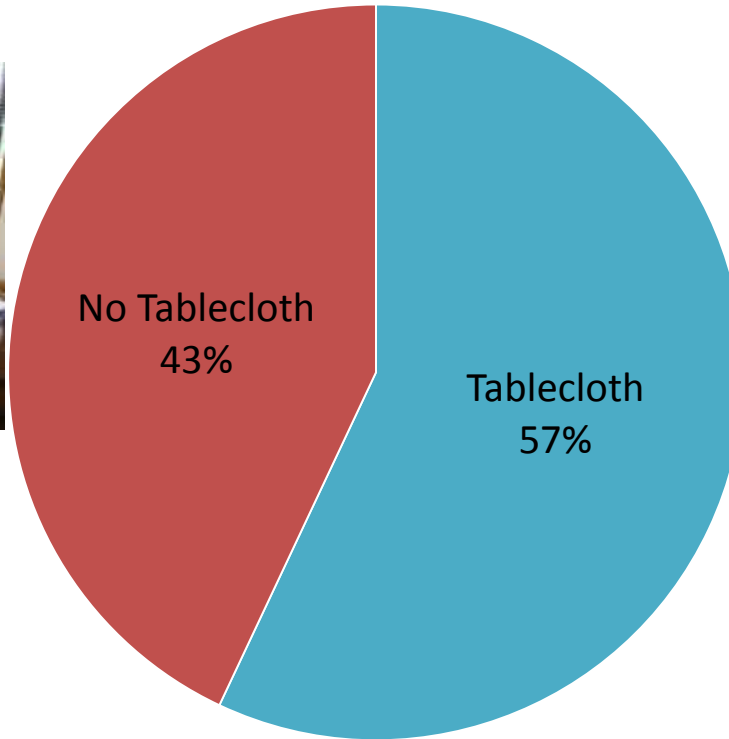
- A majority of consumers prefer eating at restaurants with tablecloths rather than a bare table. This preference is more prevalent with older, more affluent customers, that dine out frequently. Simply put, consumers anticipate having better experience at restaurants that use tablecloths and linens because of a perception the restaurant pays more attention to details. Consumers expect better service and higher quality of food, and some are willing to pay more for it.

A majority of consumers prefer eating at tables with tablecloths. The major distinction in preference for restaurants with and without tablecloths exists between age and income.

## Table Preference Among Consumers



- HH income of <\$80K (47%)
- 18-34 year olds (49%)
- Dine out None/month (49%)



- HH income of \$80K+ (67%)
- 55+ year olds (64%)
- Dine out 5+/month (58%)

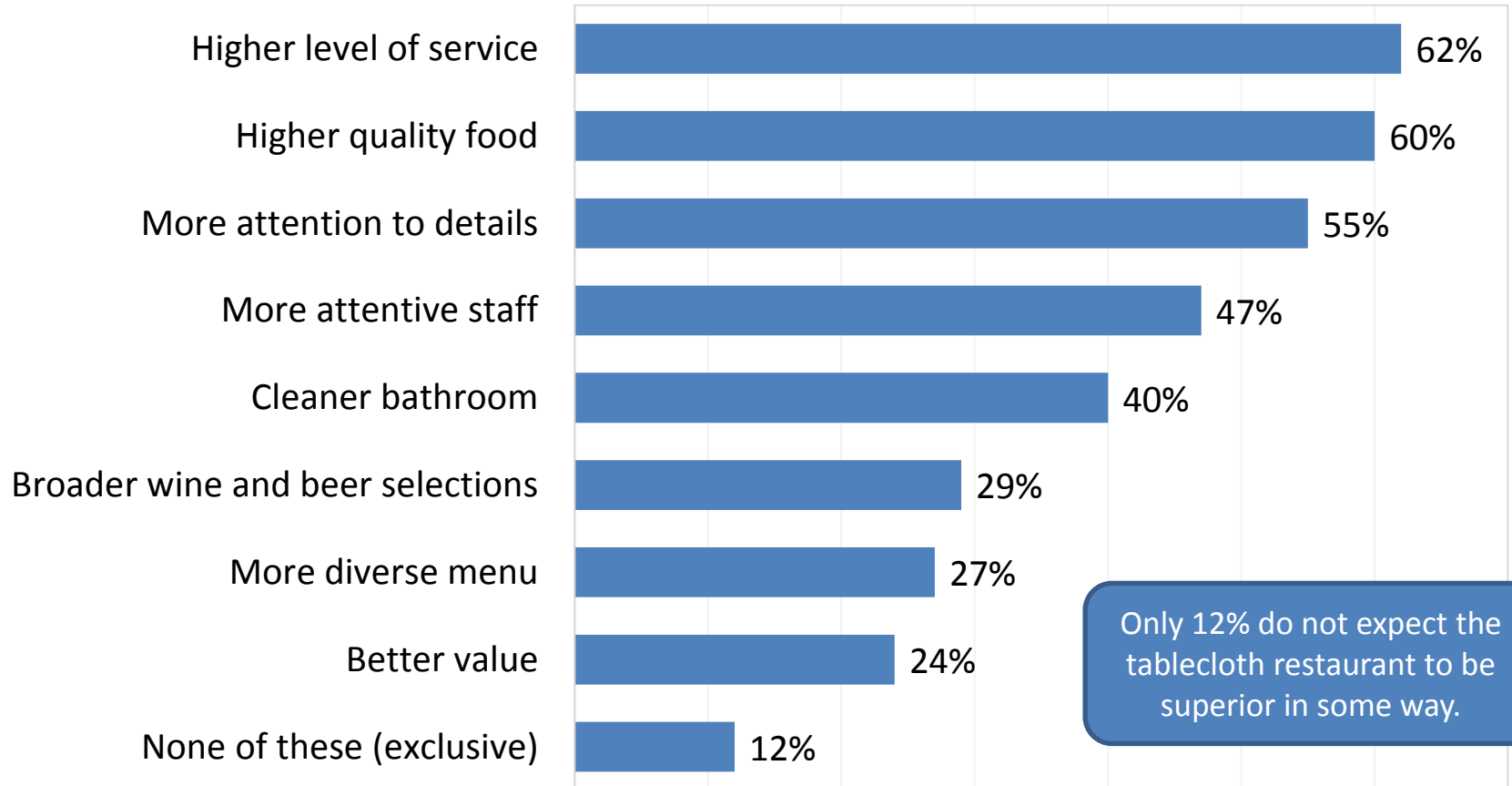
Q77. All other things being equal, when eating at a sit-down restaurant with a server, which of the following tables would you prefer to eat at?

Most consumers expect a better experience from a restaurant that uses tablecloths than one without.

## Expectations of a Restaurant Using Tablecloths

Among Consumers

(Multiple Responses Allowed, Answers Add Up To More Than 100%)



Q78. Generally speaking which, if any, would be your expectation in dining at a restaurant **WITH** tablecloths as previously pictured versus dining at the other restaurant pictured **without** tablecloths?

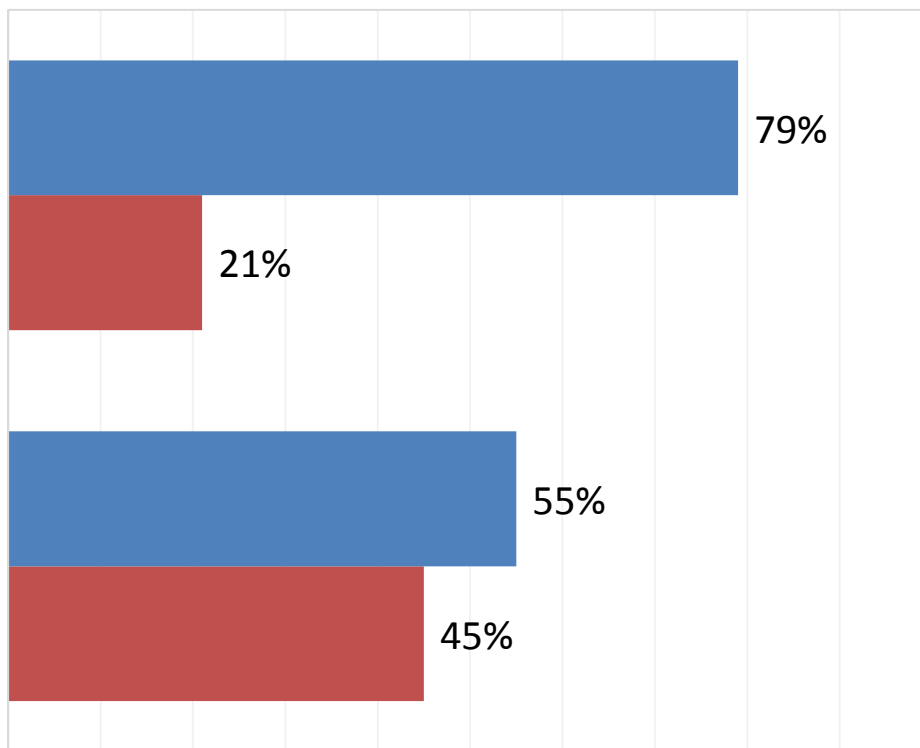


Among consumers with an opinion, four in five believe restaurants that use tablecloths and linens are more thoughtful, and a slight majority are willing to pay more at a restaurant that uses tablecloths and linens.

### Statement Agreement

Among Consumers With An Opinion

Generally speaking, a restaurant that uses tablecloths and linens will provide an overall better experience than a restaurant that does not use tablecloths and linens, because they spend more time thinking about things like food quality, menu selection...



■ Agree ■ Disagree

Q79. Generally speaking, a restaurant that uses tablecloths and linens will provide an overall better experience than a restaurant that does not use tablecloths and linens, because they spend more time thinking about things like food quality, menu selection, employee training, etc.?

Q80 I am willing to pay more at a restaurant that uses tablecloths and linens.

Fabrizio Ward +



## Industrial Sector

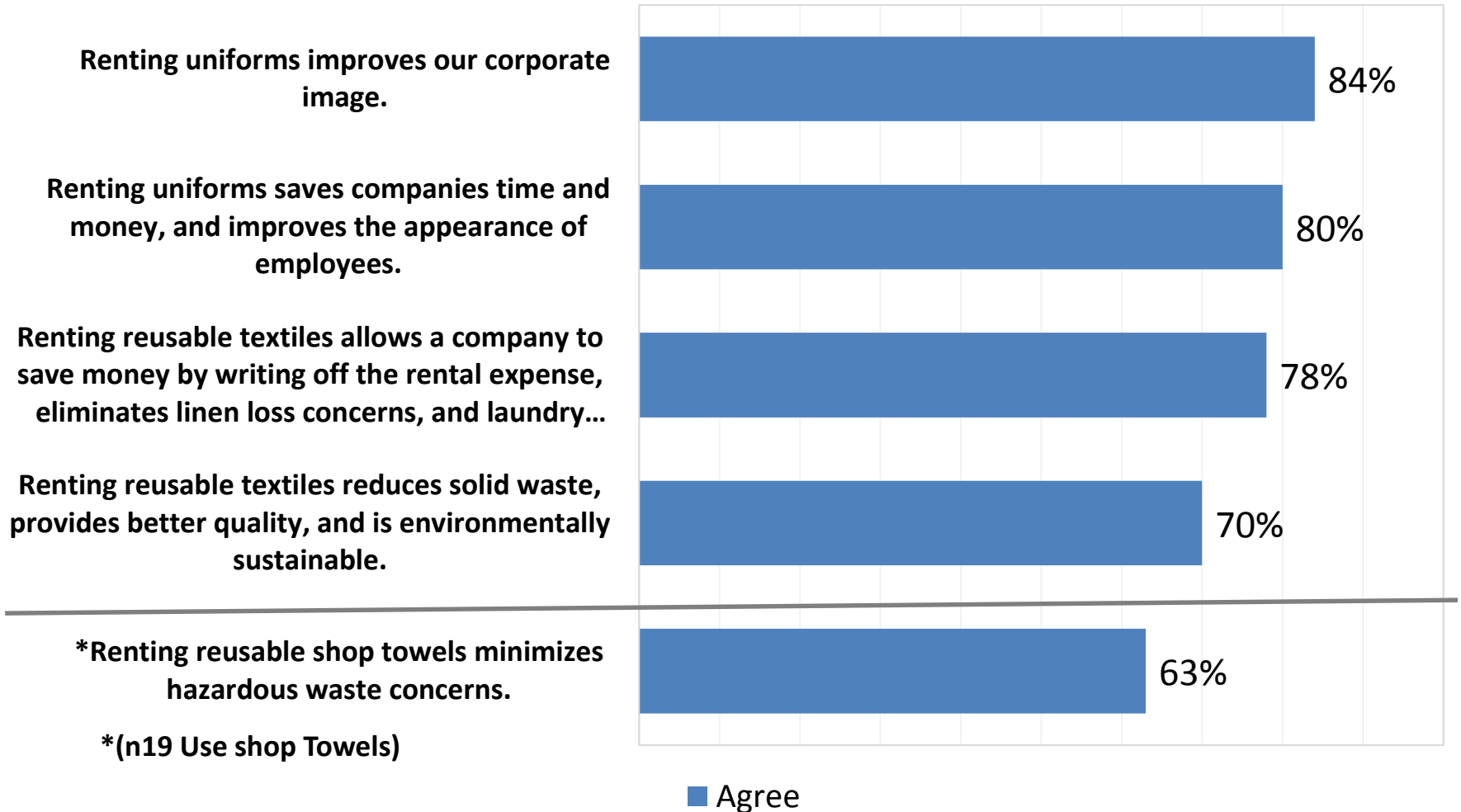
## Benefits of Using Industrial Launderers

- There is wide agreement that renting uniforms and reusable textiles is beneficial to these companies. Renting uniforms saves time and money, improves appearance of the employees, and enhances the company's image. Renting reusable textiles saves time and money, eliminates management and waste concerns, and is more environmentally sustainable.

Most agree with the benefits of renting uniforms and reusable textiles.

## Statement Agreement

### Industrial Business Decision Makers That Rent Uniforms or Textiles



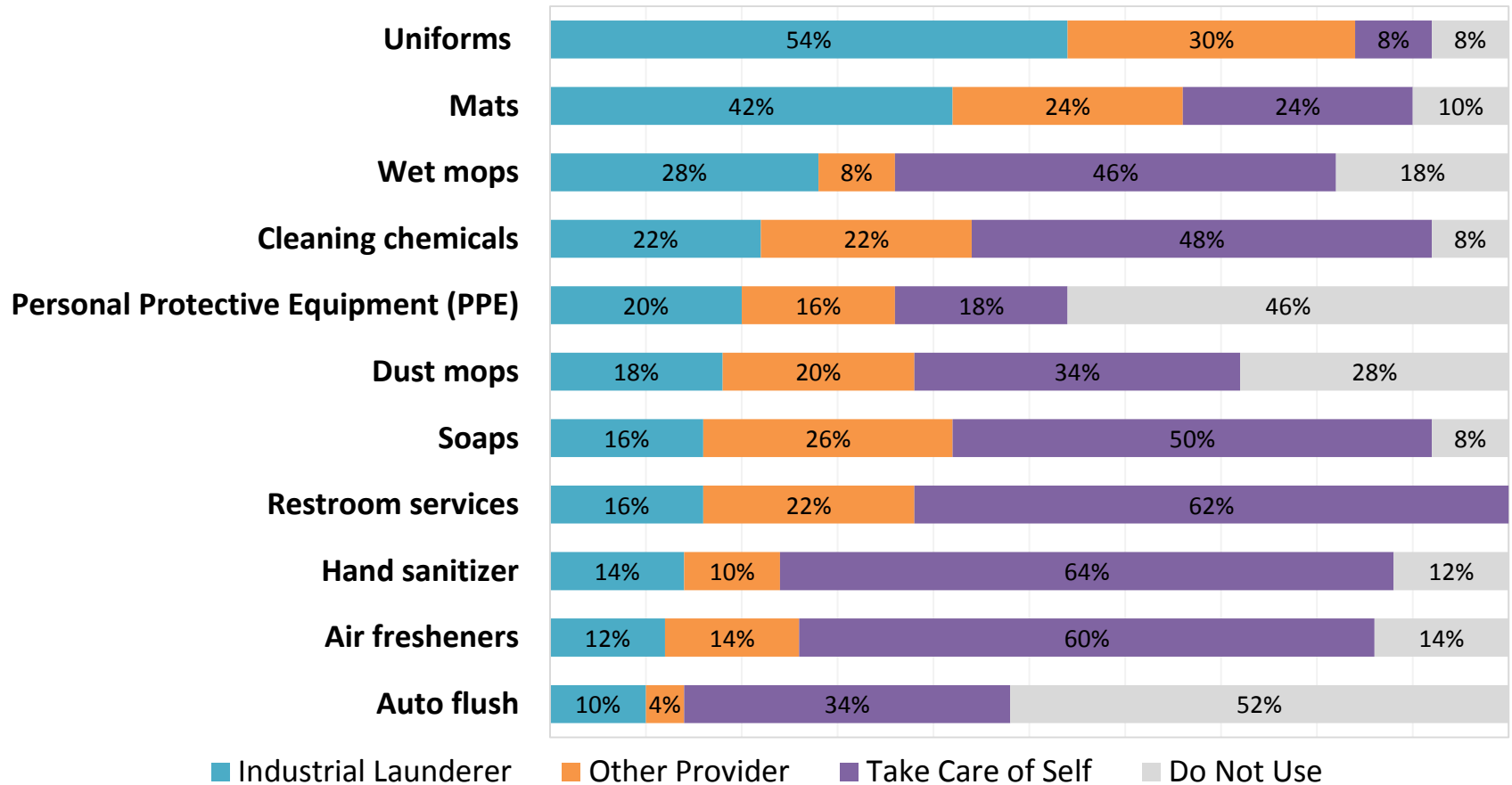
N18-22. Next you'll see a series of statements about contracting reusable textiles. For each of these, please indicate whether it describes your experience.

## Potential Growth in Industrial Sector

- Significant number of these companies either rely on suppliers other than industrial launderers for products or obtain the products themselves.

## Product Usage & Supplier

### Industrial Business Decision Makers That Rent Uniforms or Textiles

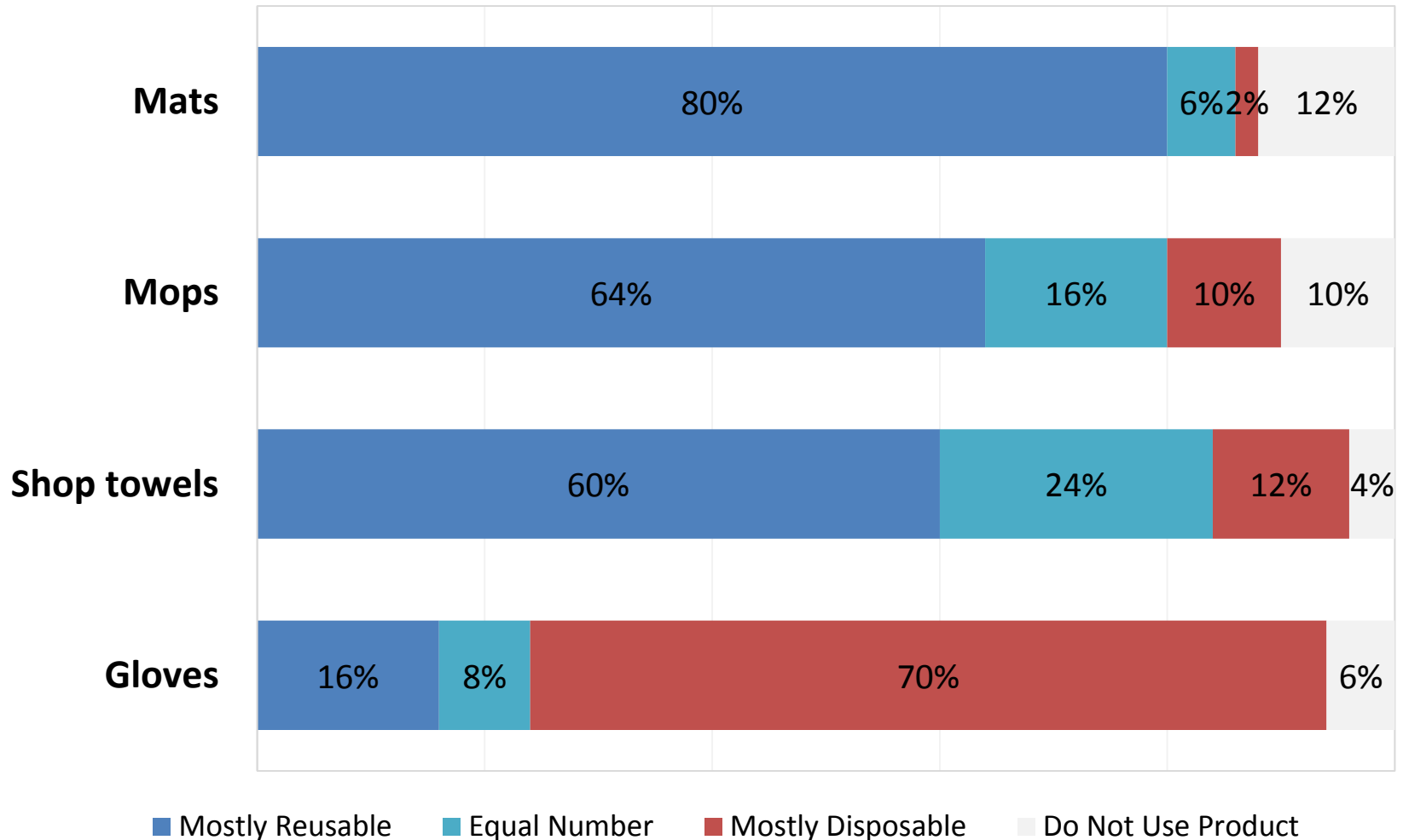


N3-13. Please indicate whether any of your locations contract for the product or service listed, and if so, please specify if you contract that product through your industrial launderer or another provider. If you do not use the product please just indicate so.

# Industrial Reusable & Disposable Product Use

## Product Use & Type

**Industrial Business Decision Makers That Rent Uniforms or Textiles**



N14-17. The following contains a number of products that your facility may use. Please indicate whether you use reusable products (such as a cloth towel that can be washed) or disposable products (such as a paper towel that can be thrown away). If you do not use the product please just indicate so.