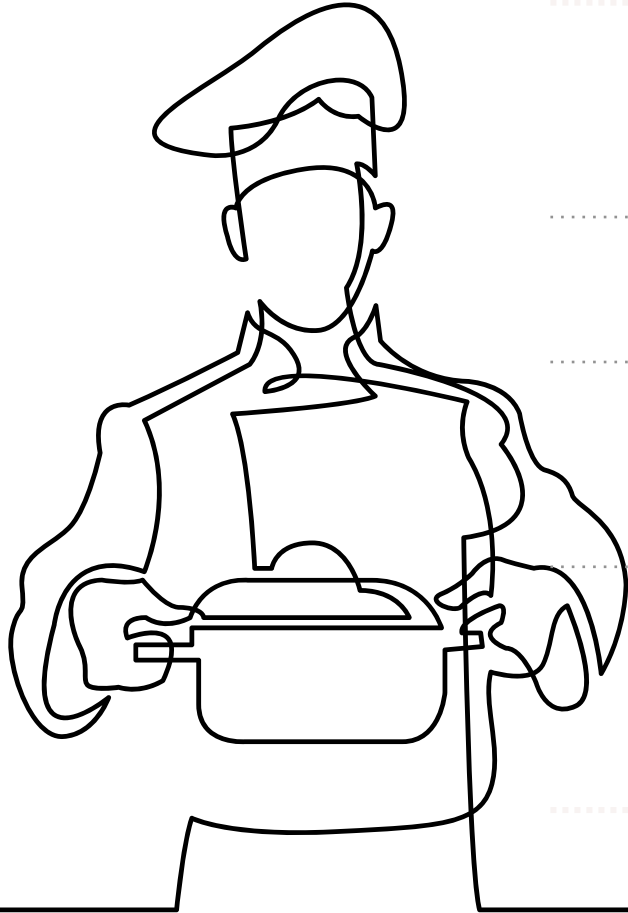




Industry Profiles

TRSA[®]**100+**
est. 1912

Industry Target Summary



Age
25-34 36%
35-44 32%
45-54 22%
55+ 10%

Gender
Male 56%
Female 44%

Education
High School 40%
Some college 24%
College graduate 30%
Graduate school 6%

Restaurant Type
Casual dining 64%
Fine dining 14%
Fast casual 12%
Fast food 8%
Bar 2%

% Contracting Out For...
72% for towels
60% for tablecloths
56% for aprons
54% for cloth napkins

Employees at Organization:
46% 50 or less
20% 51-100
16% 101-500
18% >500

PSYCHOGRAPHICS agree

76% I feel appreciated in my job

68% I think of what I do as an essential service

68% Community involvement is a priority for my company

66% How my company impacts the environment is important

64% I tend to work proactively and get things done early

62% When making contracting decisions, I look at quality more than cost

64% I feel secure about the state of my company or organization

60% I prefer working in a team

UNIFORM AND TEXTILE BELIEFS

Image is Key. For 89%, Uniforms are about the image of the business. With fierce competition amidst ongoing COVID-related challenges, standing out and looking good are at the forefront.

Though 78% agree that diners prefer cloth, **just 62% believe that cloth napkins and tablecloths provide a better dining experience** vs. disposables.

Environmental sustainability is the least important reason for choosing a professional launderer (53%), lowest of any industry.

Opinions are split between textiles and disposables regarding which is more clean, cost-effective, and easier to manage logistically.

BEHAVIORS

Tier 1 priorities for selecting a textile contractor:

- **Quality control (90%)**
- **Customer service (88%)**
- **Price and pricing transparency (84% and 86%)**
- **Delivery reliability (82%)**

Proximity (40%), years in business (46%), and commitment to the environment (54%) are low in importance.

About half say uniform (44%) and textile (49%) maintenance comes up about once a week, indicating it's not a top priority to address.

Though 53% state their costs have gone up, **78% still say that they are having a positive experience** with their contractor.

