



Industry Profiles

TRSA[®]**100+**
est. 1912

Industry Target Summary

Age

25-34	34%
35-44	36%
45-54	14%
55+	16%

Gender

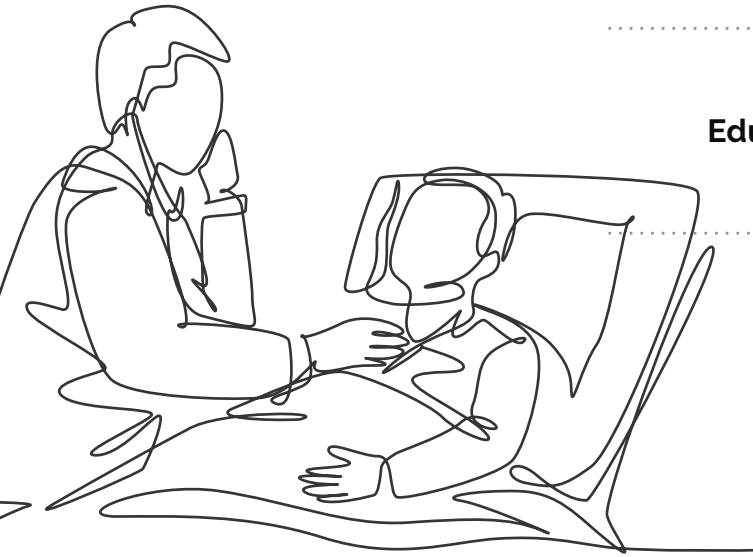
Male	30%
Female	70%

Education

High School	14%
Some college	10%
College graduate	46%
Graduate school	26%

Facility Type

Hospital	34%
Medical Facility/Lab	6%
Nursing Home	18%
Medical Practice	22%
Inpatient Ambulatory	6%
Rehab Therapy Center	8%
Outpatient Surgery Care	2%
Other	4%



% Using Mostly Reusable....

- 70% uniforms
- 64% bed sheets
- 64% scrubs
- 60% towels

Employees at Organization:

- 20% 50 or less
- 16% 51-100
- 32% 101-500
- 32% >500

PSYCHOGRAPHICS agree

- 80% I think of what I do as an essential service
- 64% Community involvement is a priority for my company**
- 58% I feel appreciated in my job
- 54% How my company impacts the environment is important**
- 54% I feel secure about the state of my company or organization
- 52% With contracting decisions, I look at quality more than cost**
- 50% I am typically at ease when it comes to my job
- 50% I look for job inspiration by analyzing our company's own processes and identifying improvements**

UNIFORM AND TEXTILE BELIEFS

Although image is important (71%), **employee safety** (75%) and **PPE** (66%) also top the list of uniform benefits.

Not surprisingly, professional laundering to **avoid contamination and manage hazardous contact** is 'essential' within healthcare. This is only amplified given the heightened sensitivity to sanitation given ongoing Covid realities.

There is a **disconnect** on the issue of **germ transfer from scrubs worn outside of work**: 62% of healthcare are currently concerned while consumer research shows 81% of patients are concerned.

Cloth owns **sustainability**, but the sentiment is surprisingly soft.

The scale tips towards **reusables being less expensive** and **outsourcing being easier**, but these are not prevailing beliefs.

Opinions are divided on whether outsourcing cloth vs. purchasing disposables saves time.

Healthcare are **willing to spend 32% more**, on average, for quality textile rental and laundering services – the highest of any industry.

BEHAVIORS

Tier 1 priorities for selecting a textile contractor:

- **Price and pricing transparency (82% and 84%)**
- **Customer service (84%)**
- **Delivery reliability (82%)**
- **Quality control (80%)**

Years in business (50%), product innovations (56%) and reputation (58%) are lower in importance.

Uniform and textile maintenance comes up more frequently for Healthcare than some of the other industries. About half say it comes up at least once a day, with 10/11% saying uniforms/textiles maintenance comes up multiple times a day.

Although one-fourth have had significant laundry cost increases (the highest *significant* change of any industry), 85% still say that they are having a positive experience with their contractor.