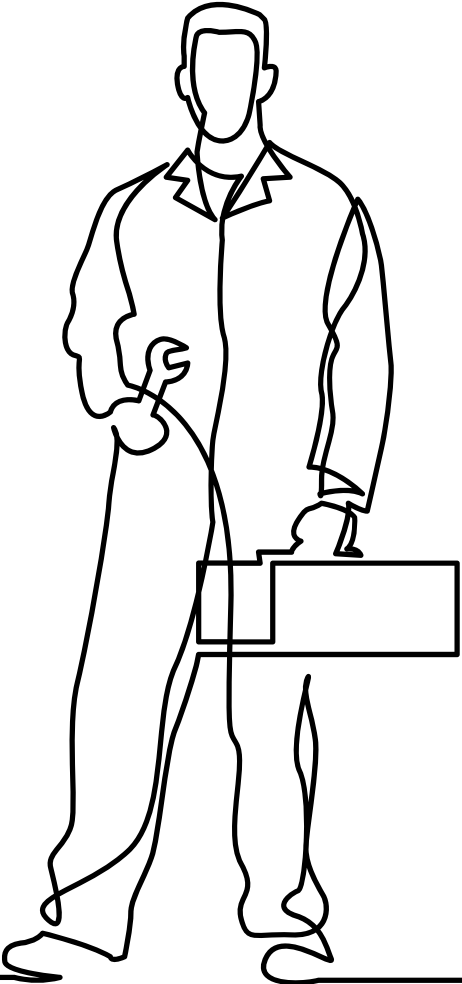




Industry Profiles

TRSA[®]**100+**
est. 1912

Industry Target Summary



Age	25-34	18%
	35-44	42%
	45-54	20%
	55+	20%
Gender	Male	84%
	Female	16%
Education	High School	14%
	Some college	24%
	College graduate	46%
	Graduate school	26%
Industry Type	Manufacturing	88%
	Home services (plumbing, HVAC, etc.)	2%
	Automotive-related	10%

% Contracting Out For...
 66% for shop towels
 66% for mats
 62% for uniforms
 48% for PPE

Employees at Organization:
 12% 50 or less
 10% 51-100
 26% 101-500
 52% >500

PSYCHOGRAPHICS agree

- 80% I feel appreciated in my job
- 80% How my company impacts the environment is important**
- 78% I think of what I do as an essential service
- 74% When making contracting decisions, I look at quality more than cost**
- 72% I feel secure about the state of my company or organization
- 72% I am typically at ease when it comes to my job
- 70% Community involvement is a priority for my company**
- 70% I prefer working in a team**

UNIFORM AND TEXTILE BELIEFS

More than any other industry, Industrial holds the most clearly defined and **strongest positive attitudes about the benefits of uniforms and reusables** overall, as well as contracting benefits.

Although uniforms present a **professional image** (79%), they primarily serve a functional role by offering **employee protection** (82%); it isn't surprising that superior **sanitation** and **proper maintenance** are top priorities when it comes to contracting.

Compliance and **minimizing hazardous waste transfer** are must-have reasons to outsource, with **image benefits** of uniforms also highly desirable.

More than any other industry, Industrial values the importance of cloth's **environmental benefits**.

Opinions are split regarding the degree to which uniforms convey trustworthiness and approachability, suggesting the **need to highlight consumer benefits**. These include consumers believing the work will be higher quality, having higher confidence in the company, and greater likelihood to choose the company.

BEHAVIORS

Tier 1 priorities for selecting a textile contractor:

- **Price and pricing transparency (88% and 94%)**
- **Delivery reliability (94%)**
- **Customer service (90%)**
- **Quality control (88%)**
- **Commitment to environment* (82%)**
- **Agreement flexibility (82%)**

Years in business (54%), product innovations (64%), 24/7 access (64%) and proximity (66%) are lower in importance.

Unlike any other industry, *Commitment to the environment' emerges as a Tier 1 priority.

About half say uniform (41%) and textile (50%) maintenance comes up about once a week, indicating it's not a top priority to address.

Though 69% state their costs have gone up, 95% still say that they are having a positive experience with their contractor.