



# WE MAKE LIFE **SMARTER** FOR PEOPLE AT WORK

## WHEREVER WORK MAY BE

HeathBrook becomes your complete uniform and workwear department, offering head to toe solutions, from 'front of house' to 'back of office'.

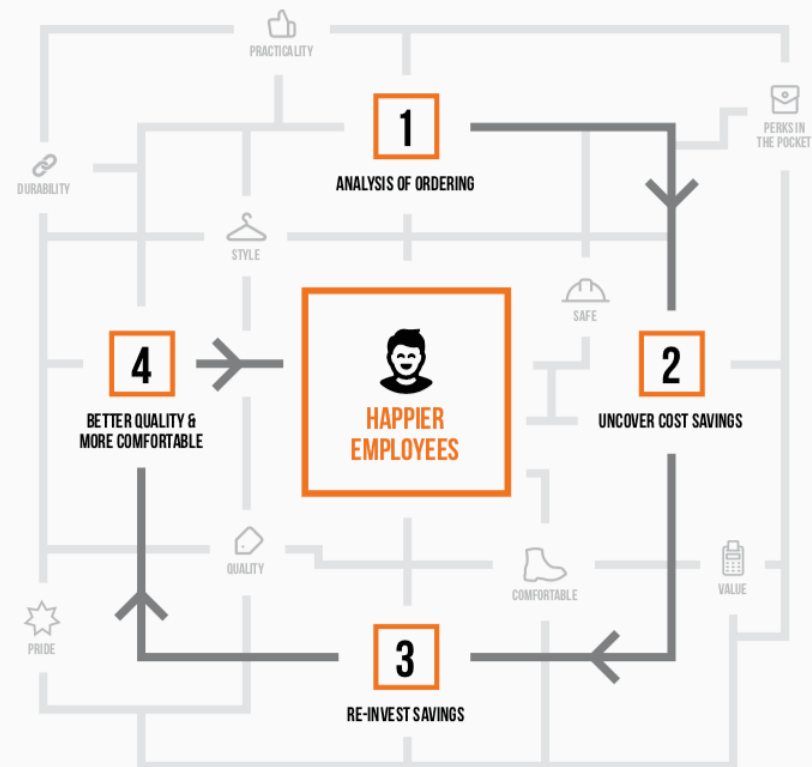
We make sure your employees look good, feel valued and stay safe.



Get ready for work.

# EMPLOYEES THAT LOOK **SMART**, FEEL VALUED AND STAY SAFE

We supply uniforms and workwear that puts the employee centre stage. Through all stages of our implementation journey, we encourage direct employee input, and cost savings are always reinvested to engage staff and improve wellbeing.



## OUR AUDIT PROCESS

Employees are interwoven into our audit process, for maximum engagement. We look at:

- Your ordering patterns and interview employees about their uniform. We listen to you and your staff and we observe how each garment is used.
- We compare your practices with our clients in similar industries and we assess how we can tailor our ranges from a broad range of specialist suppliers, to match your exact requirements.
- We look at ways that you can improve the functionality and quality of your garments through the generation of cost savings from existing practices.
- We know that when employees are included in the process, and the quality of uniforms is upgraded, your workforce is more engaged, which leads to even greater savings.
- We work hard to continually deliver cost efficiencies for our clients.

## HAPPIER EMPLOYEES

When you give staff a great quality and correct uniform, they'll feel a sense of belonging, and feel more comfortable and confident.

Aspects such as the garment fit, modesty, or the protection it offers all play a huge part in the enjoyment of a job - and it therefore stands to reason you will improve staff engagement with a great uniform and maximise their working potential.

A smart looking uniform also helps your brand image, and employees pride in the brand.

“ UNIFORMS AND WORKWEAR THAT PUT THE EMPLOYEE CENTRE STAGE ”

# OUR SMART IMPLEMENTATION PROCESS



An extension of our initial audit process, our tried and tested implementation journey keeps the employee centre stage. Careful planning ensures the roll-out exceeds staff expectations, stays within budget, and is delivered on time.



## 1. PLAN

Immediately on award of contract, HeathBrook will meet with the senior stakeholders to clarify the broad strategy & roadmap, understand the corporate objectives and establish the whole company stakeholder list.



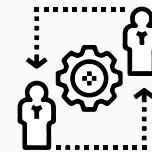
## 2. AUDIT & ANALYSE

While the roll-out structure is being prepared, our team will analyse spend reports to identify the critical products, site usage etc. We will also conduct a series of stakeholder meetings to surface important objectives.



## 3. SOURCE & DESIGN

This stage brings together the findings of the stakeholder meetings with our data analysis to create a detailed proposal including product and process design.



## 4. TEST WITH EMPLOYEES

This stage covers both product and system testing to ensure compatibility. New products can “rock the boat” unnecessarily, so we take great care to work closely with front-line supervisors etc. to minimise disruption. Likewise, changes to the ordering process is managed very closely.

## 5. LAUNCH PLAN & ROLL-OUT

The details of the launch will necessarily be dictated by the findings of the previous steps but will include communications with the sites and an intensive period of support.



## 6. MONITOR & IMPROVE

The implementation process doesn't end here. Your dedicated account manager works closely with you, regularly reviewing your needs.

# OUR **SMARTER** SERVICE: WE BECOME YOUR INTERNAL UNIFORM DEPARTMENT



Cost saving efficiencies, regular audits, proactive stock monitoring, and delivery optimisation... we look to become your Internal Uniform Department, taking the hard work and unnecessary costs out of uniforms & PPE to try to help you the best way we can.



Taking the hard work and unnecessary cost out of uniforms & PPE.

We have 20 years of experience in delivering quality workwear and developing our own products. Our designers and garment technologists understand garment limitations and innovation. They use this knowledge to match workwear to employee needs.

We are meeting the daily challenges of employee protection and workwear requirements.

*Here's how we help:*

- Long standing relationships with a reliable supply chain
- International & UK based suppliers
- Wide product range - from head to toe, including specialist products
- Dedicated account management and stock held, next day delivery

## THE MANY WAYS WE CAN HELP



AUDITS



SPEC WRITING



DESIGN



SOURCING



LOGO

PERSONALISING



ROLL-OUT



ORDER MANAGEMENT  
& STOCK CONTROL



REPORTING



ACCOUNT  
MANAGEMENT



WORKSHOPS



INNOVATION



HELPFUL GUIDES  
& INSIGHTS



IMPROVEMENTS & COST  
SAVING INITIATIVES



END OF LIFE TAKE  
BACK SCHEME



MUCH MORE!

# OUR **SMARTER** SERVICE: ACCOUNT MANAGEMENT



A team to support your needs and those of your staff, friendly, approachable and always available to help. We know you understand your business much more than we do, so we listen to your needs and work with you to find the best solutions for you.



## **ADMINISTRATION SUPPORT TEAM**

You will have a team of Administration Support Staff available to assist you with online ordering, account and garment set-up or queries, including any delivery queries.

They will also keep you up to date with any opportunities that could be perfect for your business. For the day to day needs of yourself and your staff we have it covered, and by some of the most helpful staff in the industry

## **YOUR BUSINESS SUPPORT SALES MANAGER**

We know just how important face to face meetings are, especially when it comes to engaging your staff around their uniform.

For them we run regular Workshops including PPE Training and Footwear Fitting. We are also on hand to help with uniform roll-outs, attend events with you and discuss the latest technologies.

We will set regular account reviews with you to make sure you are completely happy with our service.

# YOUR TRUSTED ADVISOR: STAY **SMART** WITH OUR EXPERTISE & EXPERIENCE

For best practices, safety, and expertise, look no further than HeathBrook as your Trusted Advisor. With industry experience across many sectors, and supplier knowledge, as well as staff which are experts in specific fields...



## SECTOR EXPERIENCE

We have 20 years of experience in delivering quality workwear and developing our own products. We've worked with the following industries in particular, and have solid experience in these:

- Logistics & Warehousing
- Healthcare
- Security
- Public Transport
- Airports
- Construction
- Renewables & Utilities
- Retail, Leisure & Hospitality



## GUIDES & INSIGHTS

HeathBrook know that part of our role is to keep our customers informed, so we go out of our way to make best practice, industry knowledge, and product trends readily available through the following:

- Blogs & Informative Articles
- Industry Guides
- Regular Customer Workshops & Training
- Eshots To Customers on New Products or Regulations that apply to them
- Safety Checklists & Scheduled PPE Checks



## TRUSTED ADVISOR

Our customers often refer to us as their trusted advisor. They can rely on us for advice on PPE, garment and footwear innovation, and sustainability initiatives. We understand the importance of site safety, regulations that impact what our customers' staff might wear, and how best to ensure employee buy-in.

Customers can seek advice anytime from our knowledgeable team, or arrange workshops on their premises to cover specific knowledge gaps or regulations.

“ OUR CUSTOMERS OFTEN REFER TO US AS THEIR TRUSTED ADVISOR, HELPING EMPLOYEES STAY SMART & SAFE ”

# SMART TECHNOLOGIES & THE LATEST PRODUCT INNOVATIONS



HeathBrook's strong supplier relationships mean we're always the first to roll out the latest garment innovations and technology! These close links also mean we can collaborate to solve specific customer needs, developing new products where they don't already exist.



## PRODUCT TECHNOLOGY

With new advances in technology, workwear is continually evolving to improve comfort, safety and convenience for the end user. Here's a few of the latest technologies:

- TouchScreen Gloves
- Heated Jackets
- RFID Protective Pockets
- MetGuard Footwear (using Poron XRD)
- Photoluminescent Footwear
- Headphone Communication Systems
- Compostable Disposable Gloves



## PRODUCT INNOVATIONS

Challenging industry norms, many innovations aren't reliant on tech but offer a solution to a previous lack or problem. Some recent examples include:

- High-Vis Ranges designed for Women, including Modesty and Maternity wear
- Compostable Disposable Gloves
- Tablet & Mobile Pockets
- Colour Coded Safety Gloves
- High-Vis Jogger Trousers
- Snood Sweatshirts



## SAFETY FOOTWEAR EXAMPLE

HeathBrook has been involved in the innovation and manufacture of Airport Safety Footwear since 2002. We offer the unique AirLite and LightYear ranges of premium quality Non-Metal Footwear.

The AirLite MetGuard boot uses Poron XRD - an innovative material which is flexible in normal conditions and instantly hardens on any sudden high impact - creating a protective shield that absorbs the impact, and yet remains comfortable and non-restrictive as it returns to its resting state.

Our footwear is specified by companies such as British Airways (who we have supplied for 15 years now), DHL Aviation, Virgin Atlantic, Gate Gourmet, Swissport UK and any more.



# THERE'S A **SMARTER** WAY TO STAY IN CONTROL: SAVING TIME & MONEY

Workwear Manager® is Heathbrook's innovative online ordering solution that simplifies the entire ordering process; showing you the correct product to order, tracking previous purchases, and helping you to control procurement and stock with detailed reporting functions.



## QUICK & EASY TO USE

Setting up and using Workwear Manager® couldn't be easier. We have developed this system to make your ordering as time efficient and user friendly as possible.

- **Up and Running Within 48 Hours** - or quicker if that's what you need
- **Easy** - Workwear Manager® only requires 20 minutes of telephone training to use and has continued FREE technical support (although you won't need it)
- **Pre-loaded** - Implemented with your divisions, individuals, delivery addresses, ranges and criteria all ready to use and expand immediately
- **24/7 Access** - Complete freedom to monitor and order



## PACKED WITH FEATURES

Keeping on top of ordering and controlling stock levels for even a few staff can be time consuming and confusing. We've made sure that Workwear Manager® is leading the way in every department.

- **Wardrobe Management** - By job role, individual, department, location, or all of these criteria
- **Recording of Expenditure** - By department, individual, garment and constant reviewing
- **Cost Centre Analysis** - Total traceability for peace of mind



## SECURE

Security is a primary feature of Workwear Manager® and there are a host of authorisation options to keep your data, purchasing and financial information completely safe.

- **Secure Login** - You decide who sees what
- **Pay on Account** - If that's your preferred choice of terms
- **Or Online Payments** - Departments or even individuals can order and pay online whenever they want - to your parameters/control and it's completely secure

“ YOU WILL SAVE MORE MONEY USING WORKWEAR MANAGER THAN REDUCING THE COST OF YOUR GARMENTS ”

# WE MAKE **SMARTER** CHOICES EASIER FOR OUR CUSTOMERS



Our extensive network of industry leading suppliers (often UK based) means we can provide “smarter” choices: offering garments that are safer, more sustainable, cost effective, made to last, and incorporate the latest technologies.



“

IT IS POSSIBLE TO BUY SUSTAINABLY & MAINTAIN THE HIGHEST SAFETY STANDARDS

”



## SAFER CHOICES

We offer clothing that meets the European Standards you demand and the comfort your staff expect, including:

- **MetGuard Boot, with Poron XRD metatarsal protection**
- **Ranges of Hi Vis, Safety Footwear, Gloves & PPE**

Sustainability can't be a compromise for safety, so we've also sourced eco-friendly products that meet a number of approved protection standards:

- **Example Gloves:** Carbon neutral Traffi safety gloves are certified even after washing - EN388 : 2016.
- **Example Shoes:** The Red Industry Green safety shoes (made from recycled materials) are slip resistant to EN ISO 20345:2011.



## COST EFFECTIVE CHOICES

Our Sustainable Ranges not only takes into account tangible ways to demonstrate a reduction in your carbon footprint, but also offer longevity, durability and style which all contribute to real cost savings.

- **Cost Saving Example:** Carbon neutral Traffi Gloves offer increased longevity, often 20+ days instead of standard 4-6 days. The TG1240 glove could cost as little as £0.29 per day, compared to competitor equivalents average cost of £1.05 in use per day - a yearly saving of £19,836 for a company with 100 users!

If you're on a tight budget, we also have lower cost alternatives to recommend. One tactical footwear range developed closely with a supplier, is almost half the price of a popular branded alternative and offers improved features!



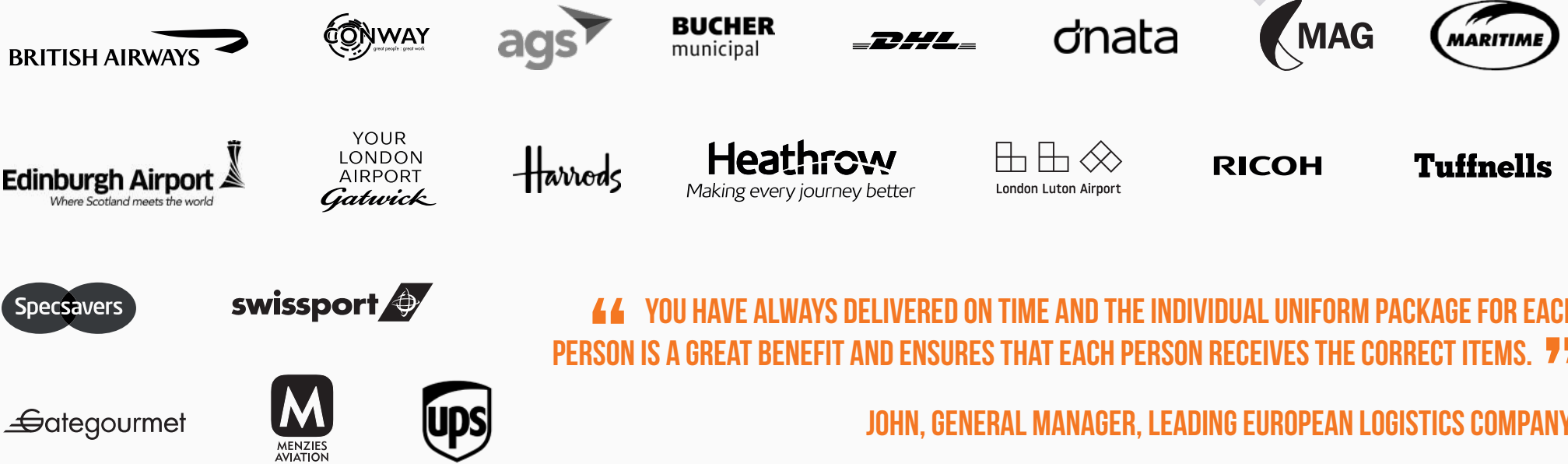
## SUSTAINABLE CHOICES

We work closely with suppliers to improve garment eco credentials, and offer sustainable choices across product types and initiatives, including:

- **EarthPro workwear range**, made from GRS certified post-consumer recycled polyester
- **Clubclass corporate suiting range** - a suit recycles 45 plastic bottles!
- **Traffiglove Carbon Neutral Glove Range & Biodegradable Nitrile Disposable Gloves**
- **Packaging made from sugar cane**
- **CoolViz - hi vis workwear** made from recycled polyester and bamboo
- **'Green' safety shoes** with zero CO2 emissions and that use renewable and recycled materials
- **Uniform reissue and recycling schemes**

# COMPANIES WE WORK SMARTER WITH

At HeathBrook, we understand the importance of teamwork, quality, service and integrity. We have a system for successfully translating cost efficiencies into product benefits, and we continually look for savings for our clients to re-invest back into their own organisation.



“ YOU HAVE ALWAYS DELIVERED ON TIME AND THE INDIVIDUAL UNIFORM PACKAGE FOR EACH PERSON IS A GREAT BENEFIT AND ENSURES THAT EACH PERSON RECEIVES THE CORRECT ITEMS. ”

JOHN, GENERAL MANAGER, LEADING EUROPEAN LOGISTICS COMPANY

CONTACT US TO DISCUSS SMART WORKWEAR SOLUTIONS