

## 200,000 Promotional shirts, 250+ Corporate Uniforms – A Deadly Choice for Every Occasion

The Institute for Urban Indigenous Health (UIIH) is a community run health care service that focuses on encouraging Indigenous Australians to engage with health care programs.

UIIH came to Total Uniform Solutions with a solid foundation of brand recognition amongst Indigenous communities, yet were constrained in how they could achieve their strategic and design goals. This was due to their incumbent uniform provider being unable to provide customised apparel, as well as being challenged by the logistics of sourcing, storing and distributing apparel to over 25 Queensland branches.

Knowing this, our team took the time to extensively work with the client. From this, we came to understand how their primary organisation was composed of different council groups, each with distinct differences in community culture, regionally-specific indigenous symbolism and designs.

Using our cost-effective custom design processes, including heat sealing and dye sublimation, Total Uniform Solutions was able to incorporate complex designs that reflected various indigenous artwork. We also delivered a range of corporate attire for their management team.



These custom designed items also addressed stakeholder concerns surrounding sizing, varying climates and practicality of use by utilising our advanced fabric technologies. Our High Performance Hydrophilic fabric was incorporated into the product, which is breathable and cool-wearing.

***T.U.S really came through for us when it came to our diverse and consistently changing needs. No task was too big or too complex for their team, and they were more than happy to include us at every step of the process.***

Keiron Lander | State Manager



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## CASE STUDY



Beyond the design process for both the UIIH's Deadly Choice shirts and corporate uniforms, the UIIH have also streamlined their logistics processes by using our B2BHub online ordering portal and pick pack post facilities. By using these facilities, UIIH knew that their orders would be expertly handled and efficiently dispatched for delivery within 24 hours of being placed.

The online ordering portal allows each group within the organisation to place individual orders, based on levels of demand for their local promotional events. The online ordering portal also provides greater visibility around ordering trends and expenditure, which is critical in predicting upcoming consumption requirements.

Our relationship with UIIH started over five years ago and continues to offer value to our client. The UIIH relies on our extensive capabilities and timely services to provide high quality corporate garments for over 500 staff members, as well as annual updates to their custom Deadly Choice promotional shirt.

Total Uniform Solutions also proudly sponsors this organisation, enabling them to achieve stronger outcomes across QLD and NT. ■



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