

50,000+ units delivered to 10,000 staff working at 350+ locations for one of Australia's top telecommunication companies.

Wondering why Optus said 'Yes'? Solving Optus' logistics problems was critical, but it was also our attention to detail, high quality product offering, breadth of capability, and our willingness to go above and beyond that secured Total Uniform Solutions (TUS) the 3+3 year contract with Optus for their national retail, franchise, and head office uniforms.

TUS demonstrated the full range of capabilities when developing the new uniform range for Optus. We offered creative concepts, pattern development and sampling, custom fabric manufacturing, stakeholder engagement surveys, wear trials, roadshow presentations, custom footwear, and promotional merchandise. Large uniform programs like this are never one-dimensional. TUS carefully coordinated a uniform range across multiple departments and specialities. Customisation was a key part of this strategy, enabling us to infuse the Optus branding in the garments - without being overly logo'd. Think 'Yes' brushed metal lapel pins, custom printed pocket squares and blazer lining, contrast stitching in the Optus Teal and even customised inner labelling. Every detail you can think of – we customised!

OPTUS



Our creativity didn't stop at the uniforms. We also developed custom footwear!



CASE STUDY

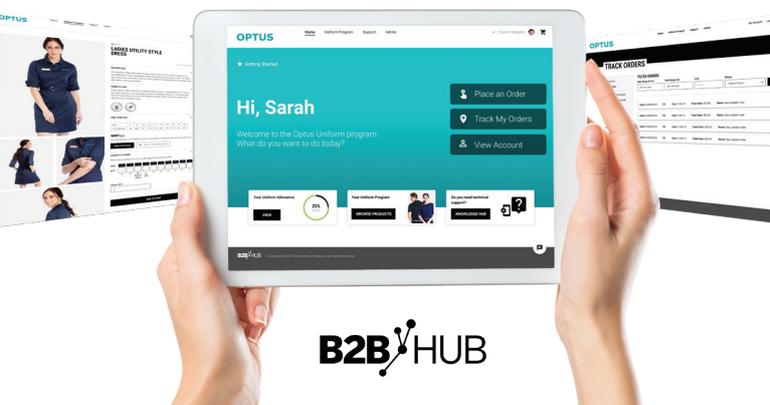


Consultation was central to the seven roadshows we attended, also engaging staff via surveys, face-to-face interviews and wearer trials to help refine the fit and fabric performance, and ensure the garments were ideally suited to the staff at Optus. As a result, we gained valuable insights that informed the development of the items – such as making the puffer jacket and vest reversible only branded on one side, so staff can wear them for work and for streetwear.

Our creativity didn't stop at the clothing. We developed custom footwear, giving Optus staff the choice between canvas or leather sneakers that have subtle Optus branding, and come with three colours of laces - so employees can express their individual style. Optus' Marketing Department is also leveraging our product development expertise for their in-store promotions, seeing us deliver promotional t-shirts and custom soccer balls.



B2BHub saves manager's time, providing transparency and control over expenditure, automating approvals, user management and reporting.



TUS' Pick Pack Post solution is supported by our B2BHub online ordering system. Customised to suit Optus' specific requirements, B2BHub gave Optus employees their own retail style website to easily order their uniforms from.

The Optus B2BHub includes various authority levels required to facilitate one-click approval, uniform allocation management, and enables 10,000 staff working across 350+ locations to order their uniforms directly. TUS also took care of the on-boarding process and roll-out of the system to staff.

Our bespoke customer service solution provides a dedicated team via live chat to support the ordering process. When an order is placed, the TUS warehouse team picks, packs and dispatch to staff within 24 hours – all individually packaged and labelled, reducing previous issues with missing uniforms. ■

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