

CONSTRUCTION & TRADES

INDUSTRY GUIDE

Everything you need to make an informed decision in the uniform buying and branding process.



EXPERTISE

KNOWLEDGE

EXPERIENCE



WHO WE ARE

The Fully Promoted Promise

Fully Promoted is the world's largest provider of branded apparel and promotional products.

We are now over 50 strong across Australia, from Sydney to Perth, giving us huge national coverage.

At Fully Promoted, our mission is to empower businesses, organisations, and individuals to unlock their full potential through the art of uniforms and promotional marketing.

We are committed to helping our clients build strong and lasting connections with their audiences by providing high-quality branded apparel and custom promotional products.

With creativity, innovation, and a relentless dedication to excellence, we strive to be the premier partner for all your branding needs.

Our team of experienced professionals will help you achieve your goals, whether it's boosting brand visibility, building team morale, or creating memorable events.



THE FULLY PROMOTED DIFFERENCE

Why work with Fully Promoted?

REAL SHOWROOMS

Fully Promoted is a convenient one-stop-shop for all your branding and uniform needs. Our showrooms provide a tactile and personalised experience to help you make an informed decision in what is often a stressful task. Our friendly staff can advise you on garment selection and branding options based on your specific industry and brand requirements.

FULL SERVICE PARTNER

We're more than just a supplier, we're your branding partner. With over 20 years of experience and thousands of happy customers, we are perfectly placed to work with you to better understand your needs to create the perfect uniform solution. Our experienced team can guide you through all aspects of the process – from initial consultation all the way through to distribution and reordering.

ON-SITE BRANDING

We offer extensive customisation options, allowing you to tailor products to your unique brand identity, including state of the art in-house embroidery machines and printers.

SUPPLYING 100+ BRANDS

We have researched and sourced the most reputable and established local and international suppliers, so you can have full confidence that our uniforms are backed by the highest standards and quality at competitive prices.

REORDERING MADE EASY!

Partner with us to make ordering your branded uniforms and merch simple with your own online ordering system custom built for your organisation, making ordering and stock management easy. And the best part is it's a FREE service we offer our clients!

NATIONAL REACH

With over 50 stores Australia-wide, we can manage your uniforms nationwide through one single point of contact. Whatever the size of your team we can work with you to design, source, brand and distribute your uniform.



CORPORATE AND RETAIL

HOW TO COORDINATE YOUR LOOK

Workwear that's ready for anything

In construction and trades, safety is paramount. Workwear isn't just clothing, it's essential protection from frequent hazards and harsh weather. This commitment to safety builds a culture of responsibility on-site, creating a positive environment where everyone goes home safe and is ready for the next day.

Our guide will help you plan, brand and order your uniform based on your industry.



1. Identify departments and roles requiring a uniform

At Fully Promoted, we help organisations create a cohesive and professional image while ensuring that staff feel comfortable and confident in their attire. We have a comprehensive range of attire to meet brand requirements and the individual needs of each member of staff.

INDUSTRY SECTORS

- Residential, Commercial and Industrial Construction
- Civil Engineering & Infrastructure
- Specialty Trades & Services
- Architecture
- Engineering and Maintenance
- Real Estate Development
- Manufacturing
- Mining
- Agriculture, Forestry and Fishing
- Animal Care
- Building Material Suppliers
- Transport and Logistics
- Environment and Land
- Landscaping and Horticulture
- Telecommunications
- Automotive & Repairs
- Postal Services
- Warehousing
- Event Management and Infrastructure
- Food Processing
- Defence, Emergency & Security
- Government Services

INDUSTRY ROLES

- Factory Workers and Labourers
- Construction Workers
- Tradespeople
- Project and Site Managers
- Estimators
- Inspectors
- Engineers
- Surveyors
- Technicians
- Designers
- Equipment Operators
- Handypersons
- Mechanics
- Administrative Staff
- Management & Executives
- Sales Representatives
- Event Coordinators
- IT and Systems Support
- Finance and Accounts
- Human Resources
- Store Assistants
- Security Personnel
- Warehouse, Delivery and Logistics Personnel



2. Pick styles and fabrics based on job roles and functions



TRADESPEOPLE

Similar to safety sensitive roles, tradespeople will generally need hi-vis, durable and comfortable workwear.

Tradespeople often rely on word of mouth and local networking for new business. Your uniform is a versatile marketing and branding tool that can help you connect with more clients. If your company has a specific theme or mascot, try incorporating elements of that theme into your attire to really make your brand stand out.



SAFETY SENSITIVE ROLES – LABOURERS & OPERATORS

These roles involve physically demanding and often dangerous tasks. Typically, uniforms will have high-visibility and reflective elements, and will adhere to Australian Standards. Certain jobs like working with high voltage electricity, food and freezers, chemicals, or heavy machinery will require hi-vis, flame-resistant, weatherproof clothing, plus additional PPE and steel capped footwear to protect them from hazards. Check the security protocols at your workplace first, and ensure your uniforms meet regulatory requirements.



SITE MANAGERS, INSPECTORS & ENGINEERS

These roles oversee workers on-site and will need uniforms that convey their authority and administrative role, like a collared shirt or jacket. They will also need to wear hi-vis and safety wear appropriate for the job site.

MANAGEMENT & EXECUTIVES

Leadership roles should project professionalism and authority, and contribute to a positive and organised environment. Think suits, dress shirts, ties, or blazers. Hi-vis workwear may also be needed if they are in factories or at job sites.



ADMINISTRATIVE STAFF & EXECUTIVE ASSISTANTS

These roles require a polished and professional appearance. Opt for high-quality fabrics like wool, cotton or blends that convey professionalism and comfort. Depending on your industry, staff may still require hi-vis workwear.



SALES & MARKETING

Client-facing roles should project professionalism and credibility to build trust and ease in clients. Consider classic, well-fitted attire like suits, dress shirts and vests for men, and suits, business dresses or blouses for women. This may vary depending on the dress code and culture of your workplace.



OPERATIONAL OFFICE ROLES

Positions like estimators, engineers, designers, technicians, accountants, IT, human resources and more may not have a specific 'uniform', but presenting a polished and professional image is key. Consider a smart polo shirt or dress shirt for all staff for a cohesive look. Hi-vis workwear may also be necessary.



LOGISTICS AND DELIVERY

These roles require uniforms that are easily identifiable to ensure the safety of all visitors and staff, on and offsite. For a cohesive and professional image, these uniforms should be branded.



THINGS TO CONSIDER

- ✓ Check that the garments you pick meet the Australian Standards for safety and hi-vis workwear. Depending on your job, the requirements may include high-visibility, sun protection, reflective taping for night time, and more. These standards are periodically reviewed and amended.
- ✓ Inspect your garments for signs of wear and tear every two weeks or monthly. Early detection prevents issues that could compromise your safety and performance.
- ✓ The size of your logo decoration can affect compliance. Generally, a logo smaller than 10cm x 10cm is acceptable. Methods like embroidery or heat transfer that don't compromise the reflective properties of the fabric are preferred. Printing directly on the fabric might reduce reflectivity and affect compliance.

For more workwear compliance information and what garments and branding methods will suit your needs, talk to your local Fully Promoted consultant.

At Fully Promoted we understand your workwear needs to work even harder than you. We only work with reputable suppliers that comply with Australian safety standards.

3. Define your branding and choose an appropriate customisation for each uniform

**Understanding your
brand identity will
guide your uniform
choices.**

Your uniform is a visual representation of your brand. It should align with your brand's colours, logo, and overall aesthetic to maintain consistency. A cohesive uniform reinforces a consistent, professional, and recognisable brand image.

Are you aiming for a casual, friendly atmosphere, or a more formal look? At Fully Promoted, we offer a wide range of customisation methods to apply to your brand and uniform.

EMBROIDERY

For the most professional and durable look, embroidery still reigns supreme. It's never out of style, and it's what we do best.

We use state-of-the-art embroidery equipment to produce greater precision and faster turnarounds. Our machines can handle complex designs, work with a wide range of thread colours for better colour matching, and offer a broad scope of customisation on various types of apparel and promotional products.



DIRECT TO FILM HEAT TRANSFER

DTF is a revolutionary heat transfer printing method that offers a vibrant and super high-definition solution for branding t-shirts. It blends the best of vinyl heat transfer with screen printing.

- Unlimited, vibrant colours. Fine details are preserved.
- Environmentally friendly – uses water based inks, no PVC.
- High stretchability and long lasting.
- Faster turnarounds.



SCREEN PRINTING

Screen printing has long been a reliable and versatile branding method, despite newer and faster technologies now available. The process involves using stencils and multiple layers of ink to create detailed and long-lasting designs.



- Perfect for limited colour designs and well defined graphic elements.
- Thick ink creates excellent colour saturation and vibrancy, especially on dark fabrics.
- Cost effective for high volume orders.
- High versatility and durability.

DYE SUBLIMATION

Dye sublimation uses heat to transfer dyes onto polyester fabric. The dyes turn into a gas, permeate the fabric, and solidify, creating vibrant, long-lasting prints with excellent colour accuracy and a smooth finish.

- Allows a full coverage of colours, gradients, and photographic images.
- Durable and resistant to fading, cracking, or peeling.
- Well-suited for intricate and complex designs.
- Suitable for small batches.



VINYL HEAT TRANSFER

Vinyl heat transfer printing involves cutting a design from coloured vinyl and using a heat press to transfer it onto fabric. This process delivers a clean and lasting look with vibrant colours, making it ideal for smaller quantities and designs that require sharp details.

- Perfect for low quantity runs.
- Popular choice for team and sports uniforms – easy to customise numbers and names.
- Works on all coloured fabrics and odd surfaces like hats.

CASE STUDY

Creating a uniform for Springnest Homes



Springnest Homes is a leading residential building company renowned for its commitment to quality craftsmanship, innovative design, and exceptional customer service.

With nearly 200 employees, it boasts a diverse team of professionals, across multiple departments, who are dedicated to delivering dream homes to clients.

The challenge was to create a new uniform design that aligned with their brand values, creating team unity, and functionality and comfort for the many roles within the company.

Based on the brand's earthy primary colours, we created a uniform range that each department can adapt to their preferences and needs.

We used the steel grey/black/white Cambridge polo as the base shirt for its subtle striped collar and cuffs, and easy-care, breathable cotton-backed fabric that suits staff across all departments.



Outdoor shirts made from breathable fabric offer protection from the sun and various elements while allowing for flexibility and ease of movement.

We love the Streetworx Comfort Pant's stretchy fabric for comfort and mobility, with plenty of pockets. Also paired with the Comfort Short.



The Hi Vis Short Sleeve Shirt is perfect for its 100% lightweight cotton fabric that keeps workers cool and safe while out in the elements. We also added a long sleeve version for cooler days and a vest for onsite visitors.



For the sales reps and managers who need a flexible uniform suited for office meetings and site visits, we added tailored shirts.

This case study is purely fictional and created solely for illustrative purposes in this guide. It serves to show the potential of uniform branding and its impact. Any resemblance to real persons, companies, or events is purely coincidental.

Did you know we also brand promotional products?

In addition to uniforms, we also created a collection of promotional merch for Springnest, choosing items aligning with their brand and needs.

Promo gear is a great way to enhance brand visibility and contribute to the well-being and engagement of clients and staff.



For layering in the trans-seasonal and colder months, we picked soft shell jackets and a vest – soft, warm, water repellent, breathable, and durable.



This unisex water resistant and soft fleece hoodie keeps workers warm on the coldest days. Also has multiple zip pockets to safely store items.



Embroidered caps help protect staff from the elements and are useful as a branding tool.

We love the Unisex Streetworx 2 In 1 Stretch Softshell Jacket for its versatility, warmth, comfort and freedom for movement. The hood and sleeves can be zipped off.



Our Key Construction & Trades Suppliers

Fully Promoted's commitment to collaborating with trusted suppliers underscores our dedication to delivering quality to our customers. By partnering with reputable suppliers, we ensure that the uniforms we offer meet the highest standards of durability, comfort, and style.



For a comprehensive list of suppliers please refer to our website: www.fullypromoted.com.au. Your local showroom's preferred suppliers may vary.

OUR PRODUCT RANGES

At Fully Promoted, our goal is to empower professionals in all industries to express their individuality, while maintaining a polished and cohesive look, that aligns with the unique demands of their work environments. We offer a diverse array of styles, colours, and sizes.





Polos



Tees & Singlets





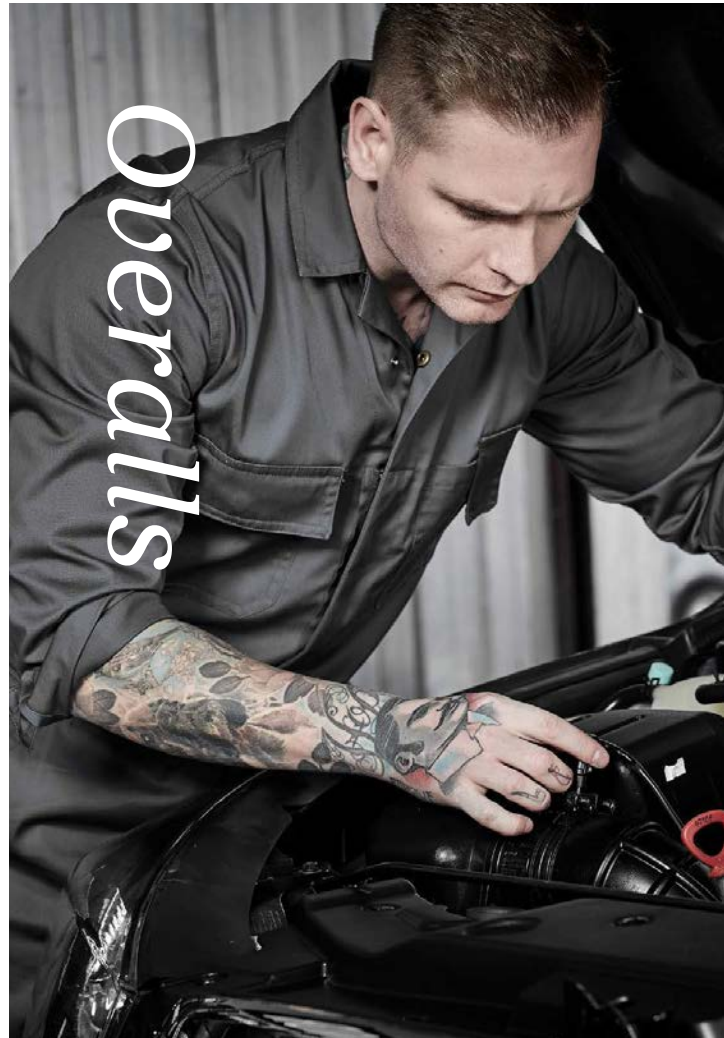
Fleece & Hoodies



Jackets



Bottoms



Overalls



Vests



Accessories & PPE





GO BEYOND YOUR LOGO

You've ordered your uniform, but have you also considered promotional products?

Having a strong and recognisable brand is essential to building trust with clients and staff, and creating a positive reputation in your community. Promotional products can be a valuable supplement to uniforms for several reasons:

- ➔ Promote brand visibility and marketing
- ➔ Create brand loyalty and memorability
- ➔ Build customer/client and community relationships through events, gifts, giveaways, and sponsorships
- ➔ Present a professional and organised impression
- ➔ Boost staff and team morale

When selecting promotional products for your construction or trade business, it's important to choose items that align with your brand or message, and are relevant to your target audience.

At Fully Promoted, we provide an extensive range of promotional products and corporate gifts with a complete suite of in-house branding solutions to complement them. Talk to your local Fully Promoted consultants to discuss your promotional needs and options.



SMART, EASY ORDER FULFILLMENT

Your Brand's Own Uniform & Merch Store

Partner with us to make ordering your uniforms and merch simple with your own ordering portal customised to your needs. We build and manage all the behind-the-scenes tech, you use it to track, manage, and modify orders as you need them.

*Our custom stores are
FREE to set up! It's all part
of our dedicated service.*

1

We build and host your online store. We give you a custom URL to share with your team or customers.

2

Once an order is placed, we take care of every aspect of the process – from artwork and production to packing and delivery.

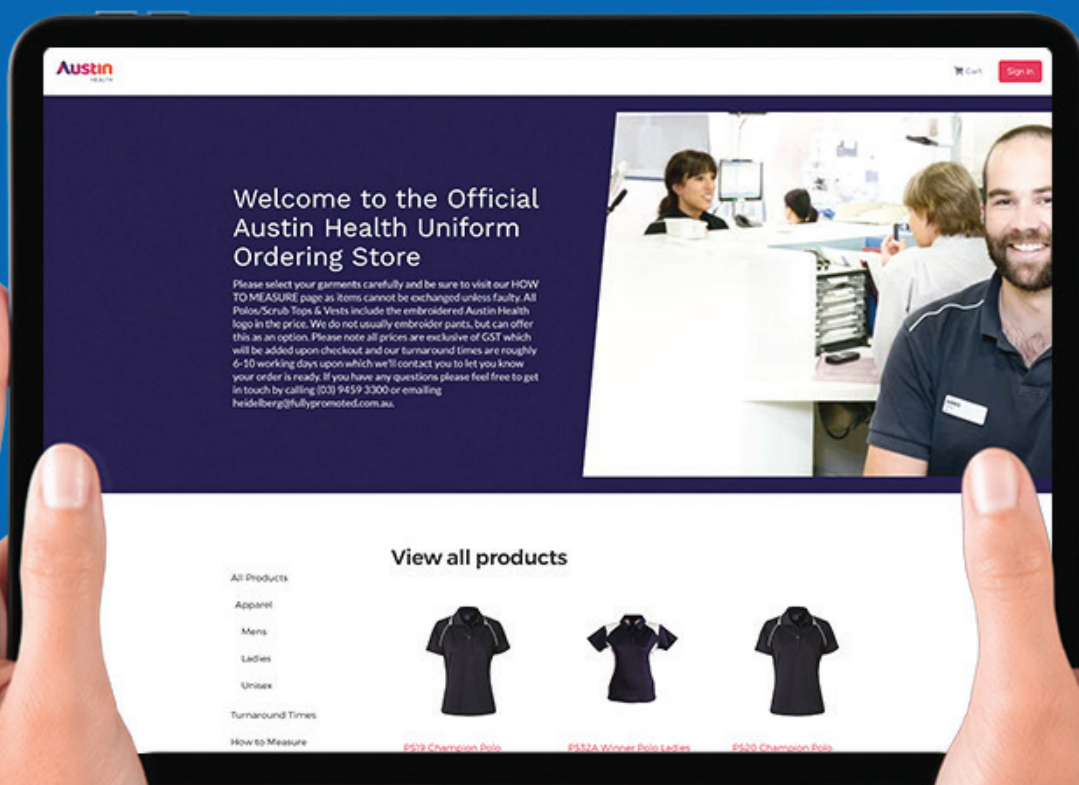
3

You can conveniently order items online anytime, anywhere. There's no need to carry stock, and you have the flexibility to add products whenever you need to.

“

Fully Promoted has transformed our uniform management – they handle it all and make it so easy for us to reorder shirts. Highly recommend to anyone seeking a reliable ongoing uniform provider.

—DARRYL MILTON





The proof is in the praise – see why our customers love working with Fully Promoted!

“What a great experience dealing with the team at Fully Promoted. They really know their products and what would work best for my company. I was always sent updates on my order from start to finish and very happy with the end products. I will definitely be a returning customer!”

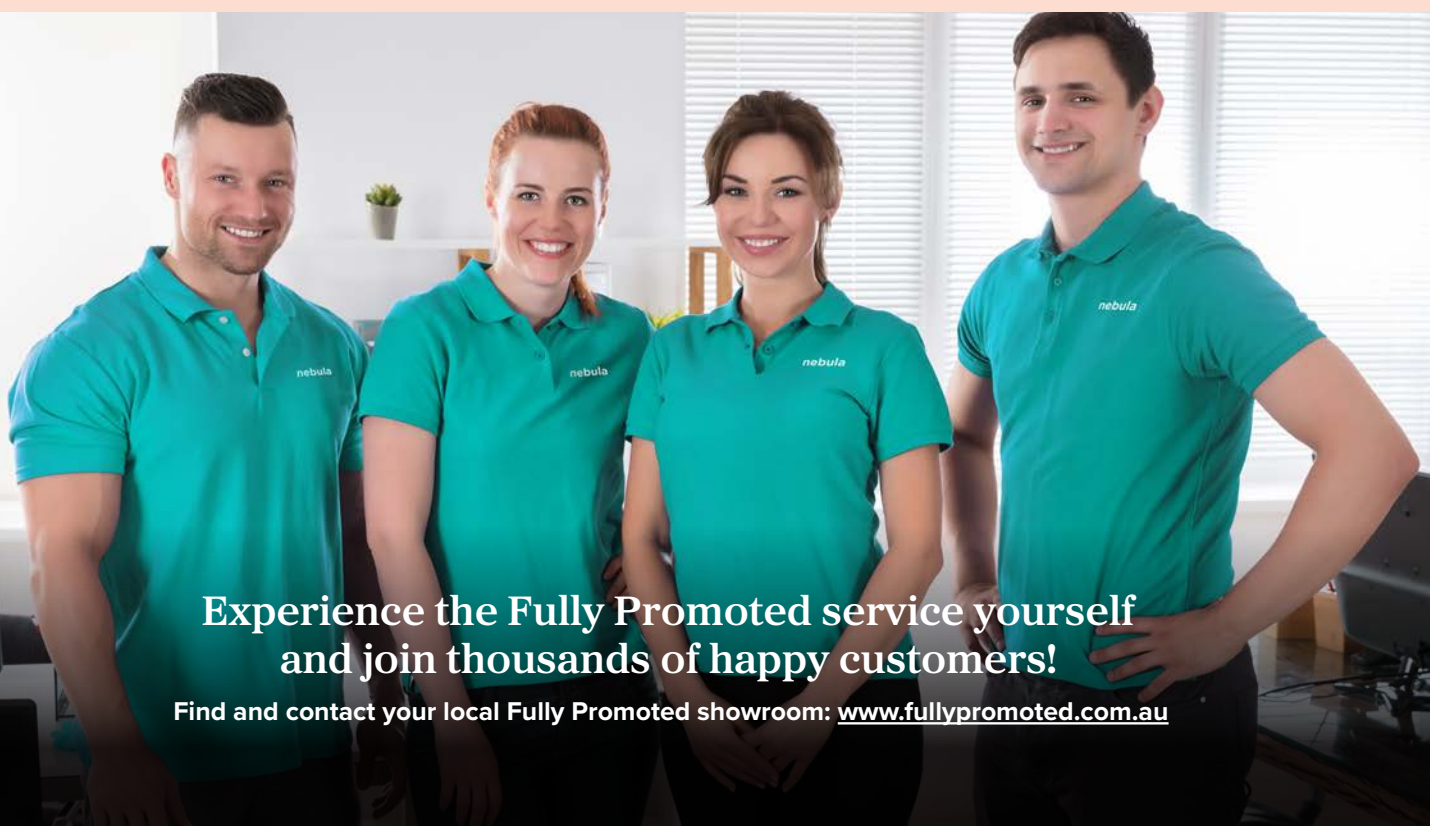
—TONY P.

“Fantastic customer service, products, service and turnaround time. There is no job too big or too small - the team are only too happy to help. We had embroidery done on shirts for some international delegates and they were very impressed with the quality. I won't go anywhere else!”

—NATALIE S.

“Thanks to Fully Promoted, our team always has good quality work wear that is super competitive on price. What sets Fully Promoted apart from their competitors is their approach to customer service – they know how to look after their clients. Thanks Fully Promoted!”

—LEAH S.



Experience the Fully Promoted service yourself
and join thousands of happy customers!

Find and contact your local Fully Promoted showroom: www.fullypromoted.com.au



YOUR LOCAL BRANDING PARTNER.

Your journey to a professionally branded team look starts here:

- REAL SHOWROOMS
- UNIFORM STYLING
- UNIFORM RANGE DEVELOPMENT
- EMBROIDERY & BRANDING
- CUSTOM ORDERING PORTAL
- ONGOING UNIFORM MANAGEMENT

LEARN MORE ONLINE

Visit our website to see our latest work and products, and sign up to our monthly newsletter: www.fullypromoted.com.au