

CORPORATE & RETAIL

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

Professionalism, practicality and style

Workers in the corporate and retail sectors play vital customer-facing and collaborative roles. Their uniforms prioritise functionality and compliance with brand dress codes and styles. Catering uniforms to these many dynamic roles requires understanding the specificity and expectations of each role within an organisation.

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



EVERY INDUSTRY ROLE COVERED

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

- Banking and Financial Services
- Government and Public Service
- Law Firms and Support Services
- Consulting and Professional Services
- Automotive Dealerships
- Technology and Startups
- Corporate Events & Conferences
- Aviation and Cruise Lines
- Real Estate
- Museums and Cultural Institutions
- Public Relations & Marketing Agencies
- Agriculture
- Grocers and Supermarkets
- Specialty Retailers
- Work, Home and Lifestyle Retailers
- Chain & Department Stores
- Convenience Stores
- Franchises
- Luxury Brands
- Wholesalers and Logistics

INDUSTRY ROLES

- Sales and Customer Service Representatives
- Store Assistants
- Reception and Front Desk / Front of House Staff
- Management & Executives
- Event Coordinators
- Marketing Coordinators
- IT and Systems Support
- Finance and Accounts
- Human Resources
- Kitchen & Catering Staff
- Hygiene, Cleaning & Housekeeping Services
- Facilities and Maintenance Staff
- Security Personnel
- Warehouse, Delivery and Logistics Personnel



UNIQUE UNIFORM REQUIREMENTS

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

SALES REPS & ACCOUNT MANAGERS

These client-facing roles should project professionalism and credibility to build trust and ease in clients. Think classic, well-fitted attire like suits, dress shirts and vests for men, and suits, business dresses or blouses for women.

Consider the dress code and culture of your workplace; some companies may have a more relaxed dress code.



RETAIL ASSISTANTS

Dress codes will vary widely based on the type of store and target audience. Generally a professional and approachable style is appropriate. Think polos and shirts for casual brands to suits and dresses for high end brands.

Comfort should be a priority, as these roles often involve physical tasks and interaction with customers.

If your company has a specific theme or atmosphere, consider incorporating elements of that theme into your attire.



The most important thing is that your team's uniforms are comfortable, distinctive, and consistent with brand guidelines.



MANAGEMENT & EXECUTIVES

Leadership roles should project professionalism and authority, and contribute to a positive and organised environment. Timeless, formal attire is suitable, such as suits, dress shirts, ties, and professional dresses for women. Colours can be more subdued, like navy, charcoal grey, and black.



FRONT DESK 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. Adapt your attire accordingly with company culture, which may vary from formal to casual.



OPERATIONAL OFFICE ROLES

Positions like analysts, technicians, accountants, IT, human resources and more may not have a specific 'uniform', but presenting a polished and professional image is key. Dress codes may vary from relaxed to strictly formal attire.



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. Check the security protocols at your workplace first, and ensure your uniforms meet regulatory requirements.



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, clinical 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

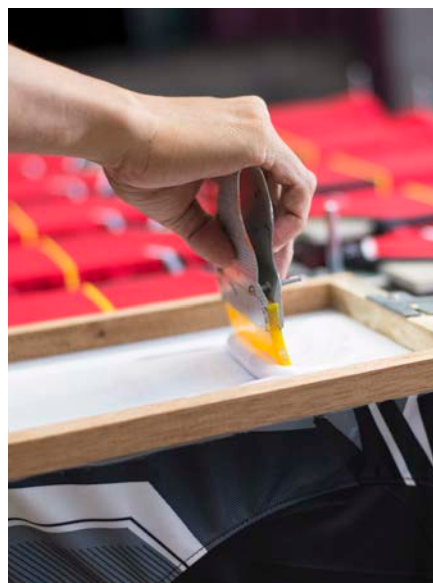
DTF is a revolutionary heat transfer printing method that offers a vibrant and super high-definition solution for branding t-shirts. It blends the best of vinyl heat transfer with screen printing.

- 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 Turbomax



Turbomax Auto Parts is a leading Australian supplier of high-performance auto parts with a dedicated team of 120 employees.

Turbomax recognised the importance of a cohesive and professional image for their team. Their existing uniforms were outdated, lacked brand consistency, and did not reflect the company's commitment to innovation.

The challenge was to create a new uniform design that not only embodies the company's values but also provides functionality and comfort for the many roles within the organisation.

Using the primary palette colours of red, black and white, we created a flexible and cohesive uniform range that each department can adapt to their preferences and needs.



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

We used the Nitro polo as the base garment for its bold contrast panels and easy-care, durable pique fabric that feels great to wear all year round. It suits floor, warehouse, sales and admin staff.



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



For floor and warehouse staff we picked the Basic Stretch Cargo Pant as the bottom for superior freedom of movement and comfort.



For floor and warehouse staff we picked the Basic Stretch Cargo Pant as the bottom for superior freedom of movement and comfort.

Sales representatives are frequently on the road and are an important first touchpoint for a prospective client. The Nitro short sleeve shirt pairs perfectly with our bestselling Lawson chino pant, creating a down-to earth and approachable impression.



The matching jacket in the Nitro range was an obvious wet weather jacket choice. Its durable exterior, micro-fleece lining, high collar and long length keeps staff warm and cosy when they need to be out in the elements.



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 Turbomax, 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.

Admin staff are often the first point of contact onsite, so they needed professional uniforms that allow movement, comfort and style. We picked tailored shirts and trans-seasonal knitwear, with an option for stretchy work skirts or pants.



Management needs to maintain a level of formality so we also included a classic black blazer to layer over a fitted shirt and pants.



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.











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 corporate and retail, 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.



STAND OUT FROM THE CROWD

Planning your next event or trade show?

Don't miss out on the chance to leave a lasting impression. Transform your event presence with custom-branded merchandise and corporate gifts.

Your brand deserves to shine – let us help you make it happen!



Our Key Corporate & Retail 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.

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.

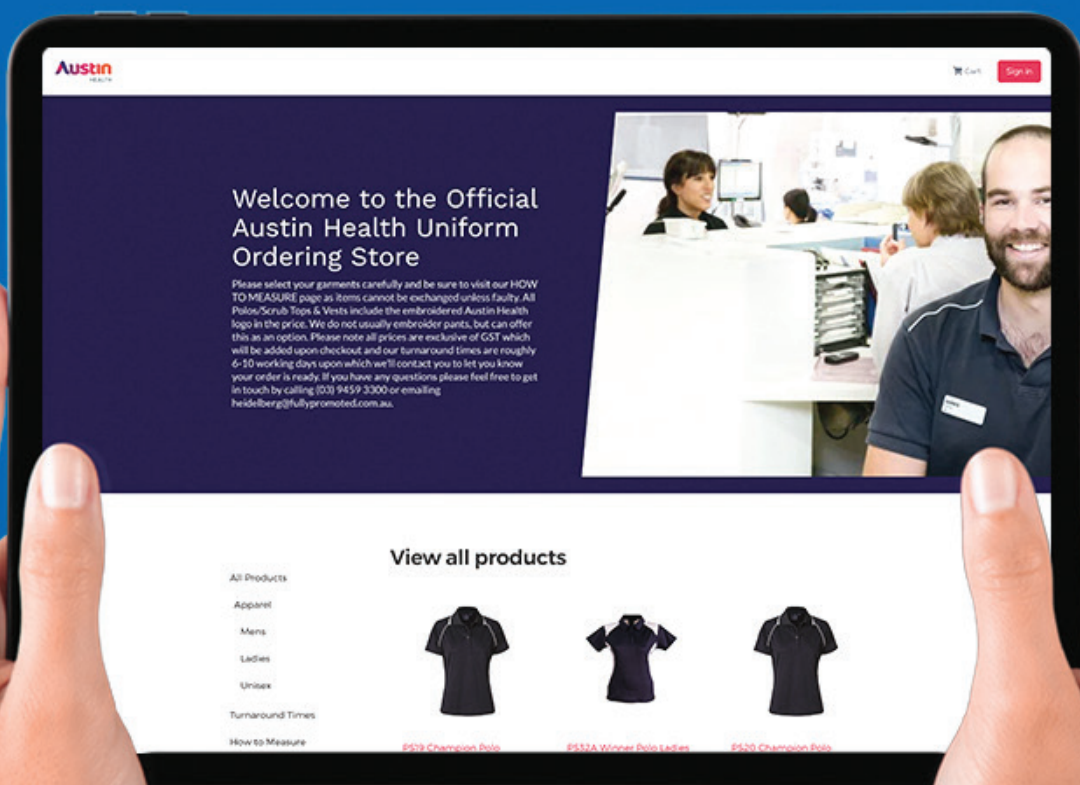
3

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!

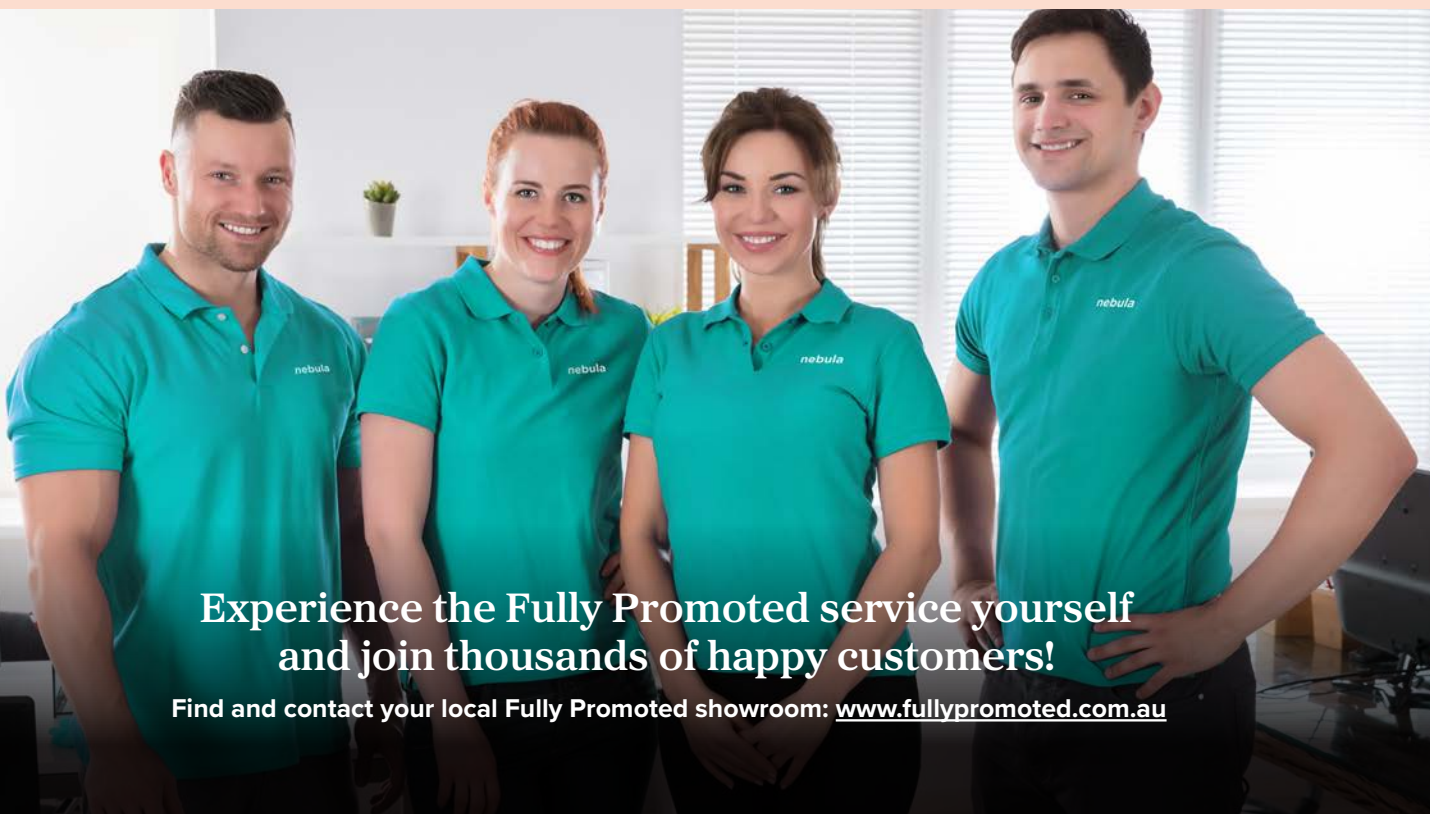
—TONY P.

“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