

# HEALTH CARE & BEAUTY

## 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.



HEALTH CARE AND BEAUTY

# HOW TO COORDINATE YOUR LOOK

## The perfect blend of functionality, flexibility and style

Workers in the health care industry are some of the busiest people in the world. They perform a vital service to the community in a range of fields. Catering uniforms to these many 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.

- Medical Clinics
- Hospitals
- Nursing & Midwifery
- Dental Services
- Optometry
- Physiotherapy
- Chiropractic
- Aged Care, Out-Patient & Remedial Services
- Paediatrics
- Pharmaceutical
- Research Labs
- Medical Schools
- Mental Health Services
- Social Services
- Veterinary
- Cosmeceutical Clinics
- Beauty Salons
- Day Spas
- Alternative Therapists
- Nutrition Services
- Pathology & Diagnostic
- Imaging Services
- Administration
- Hygiene, Cleaning & Housekeeping Services
- Safety & Emergency Services
- Transport Services
- Early Learning Centres



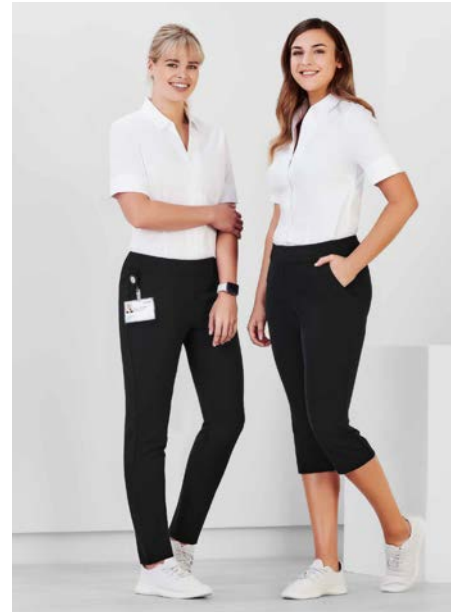
## 2.

# Pick styles and fabrics based on job roles and functions

### PATIENT-FACING ROLES – NURSES, ASSISTANTS, THERAPISTS, CARERS

These uniforms should be easily identifiable and comfortable for the wearer. They should project professionalism and trust to help patients feel at ease.

The specific uniform will vary depending on the role, department, and hospital/clinic policies.

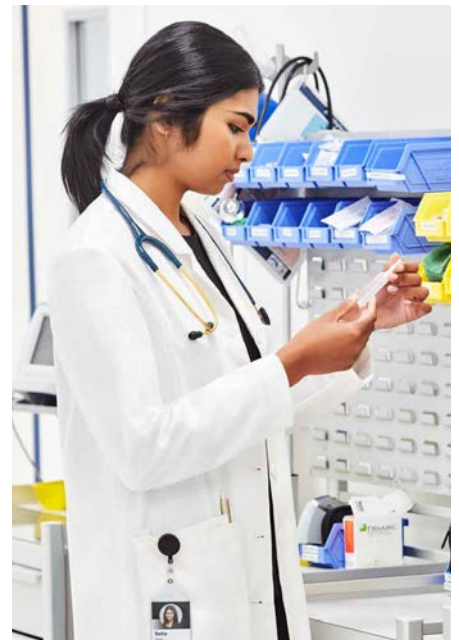


### SURGEONS, PHYSICIANS & TECHNICIANS

Surgeons and technicians typically wear specialised surgical scrubs, caps, masks, and other protective gear to maintain a sterile environment.

Physicians may also wear scrubs, but usually wear lab coats over their regular clothing.

Veterinarians may consider polyester scrubs for their fur-repellent quality.



**The most important thing is that your team's uniforms are professional, comfortable, hygienic and a positive experience for both staff and patients.**



## LABORATORY & PHARMACY

Lab workers often deal with hazardous materials, chemicals and potentially infectious specimens. Look for safety compliant lab coats and workwear to protect your staff and maintain uniform integrity. Consider deep pockets for easy storage and secure closure systems to minimise contamination risk.



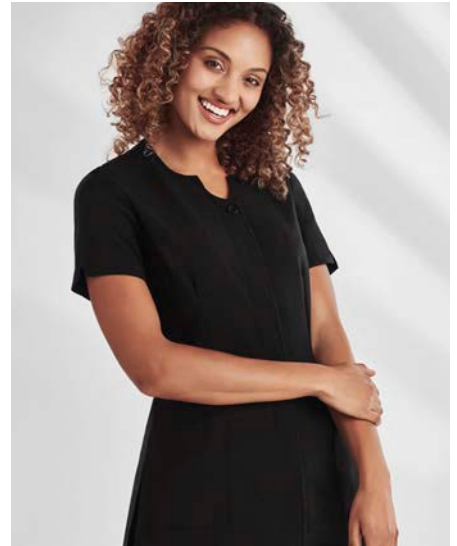
## ADMIN STAFF & MANAGEMENT

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.



## HOUSEKEEPING

Housekeeping uniforms need to not only prioritise safety and hygiene, but also comfort and breathability as cleaning tasks can be physically demanding. Fabrics are chosen for their durability to withstand regular washing. Specific details of the uniform may vary based on the types of cleaning tasks performed.



## VOLUNTEERS

It's important for hospital volunteers to present a professional and approachable image while maintaining the necessary level of comfort for their duties. Branded shirts, aprons, or vests help patients and staff easily identify volunteers, fostering a sense of trust and recognition.



## KITCHEN & FOOD SERVICE

Food service uniforms must adhere to safety standards. Regular cleaning and maintenance of uniforms are also crucial to ensure a high level of hygiene. Depending on the specific role, staff may wear chef jackets, head coverings, or aprons suitable for food service.



## MAINTENANCE/ LOGISTICS/SECURITY PERSONNEL

Operational roles in a health care environment will require uniforms that prioritise functionality and safety to distinguish them and provide a visible presence to ensure the safety of patients, visitors, and staff.



# 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

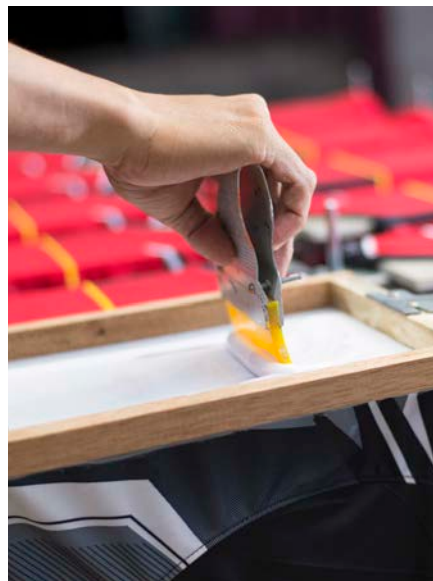
Screen printing has long been a reliable and versatile branding method, despite newer and faster technologies now available. The process involves using stencils and multiple layers of ink to create detailed and long-lasting designs.



## 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.



- 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.



## 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 Physique First



The team at Physique First required a uniform refresh to foster a better sense of unity and pride and project more professionalism. As a close-knit team of 10, this was really important.

They required a flexible yet professional staff uniform for their 4 physios, 2 exercise physiologists, 1 occupational health nurse, 1 dietician, and 3 support staff.

Using the primary palette colours of white and navy blue, we created a casual range that each team member could adapt to their preferences and needs.



The staple outfit for the physiotherapists is a white polo paired with either comfort waist cargo pants or leggings for optimal comfort, functionality and mobility.



We designed a high performance uniform for the trainers using tees with mesh panels for extra breathability, with a choice of active shorts and pants.



For the nursing staff we assembled an athleisure inspired outfit with stretchy scrub top and pants, and an optional cropped lab coat for an added level of safety and professionalism.







## Did you know we also brand promotional products?

In addition to uniforms, we also created a collection of promotional merch for Physique First, 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 patients and staff.**

Support staff are often the first point of contact at the clinic, so they needed clean, well-maintained uniforms that allow movement, comfort and style. We picked tailored shirts and trans-seasonal knitwear, with an option for skirts or cargo pants.



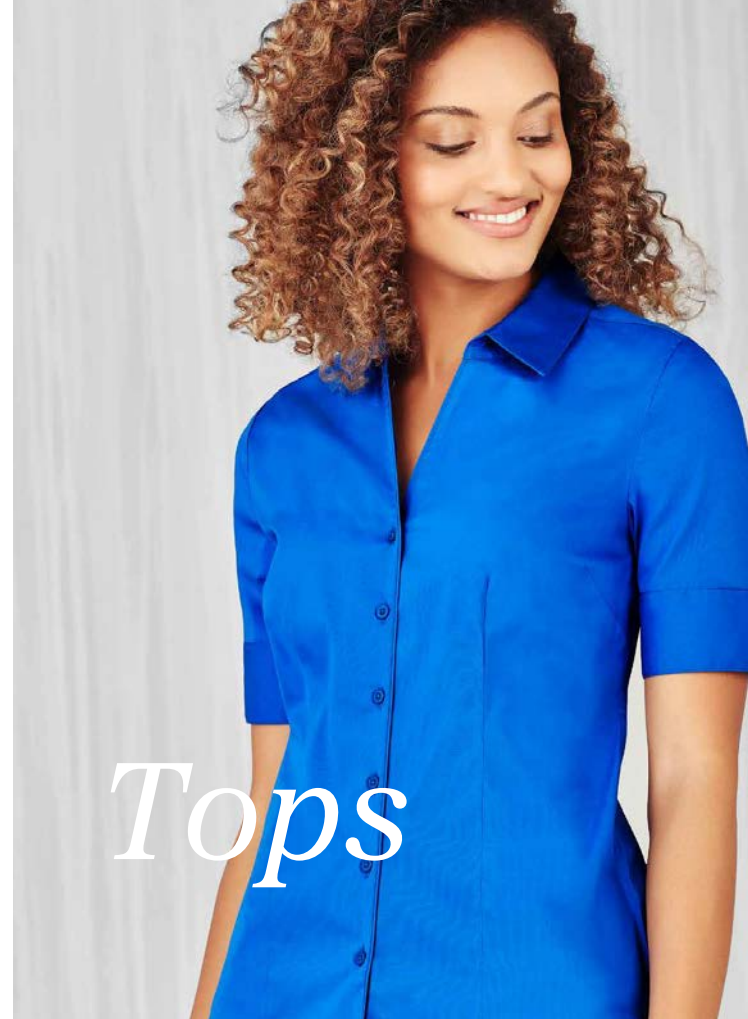
As Physique First is based in Melbourne it was necessary to include a selection of trans-seasonal jackets, from a casual hoodie and soft shell jacket to a more protective puffer for winter.

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.

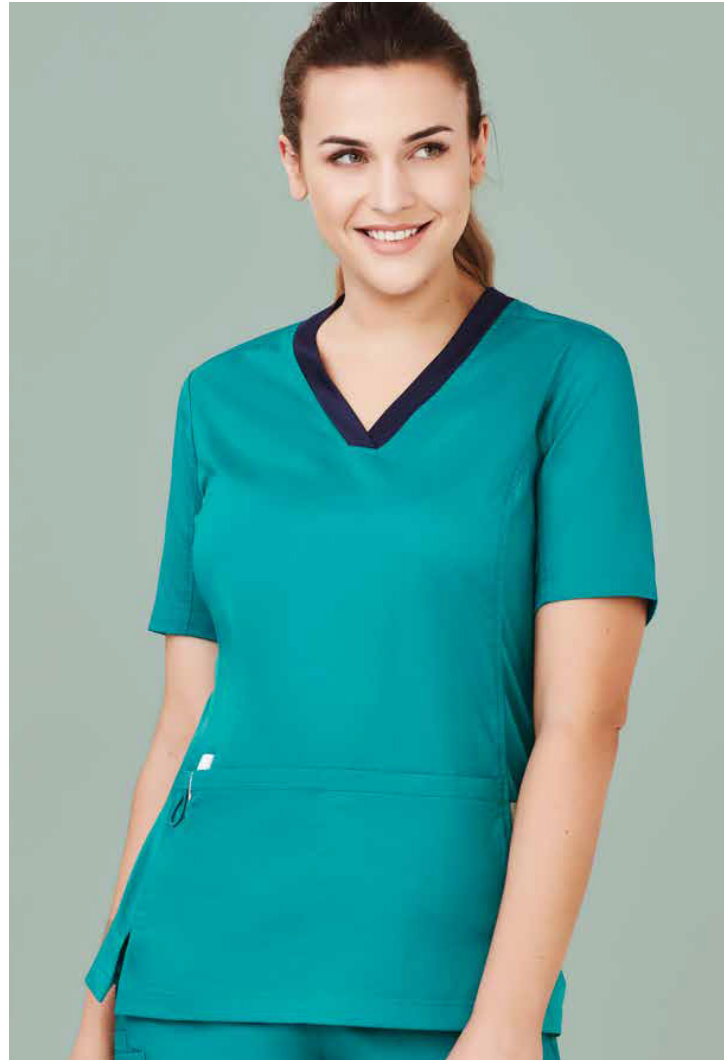


# OUR PRODUCT RANGES

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.









# Outerwear

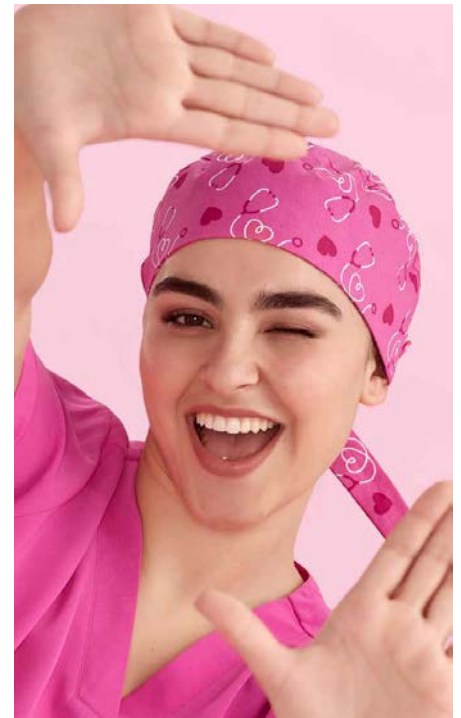
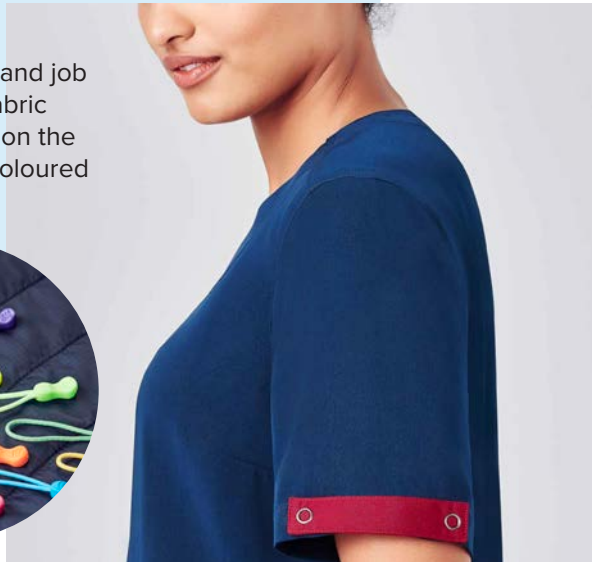
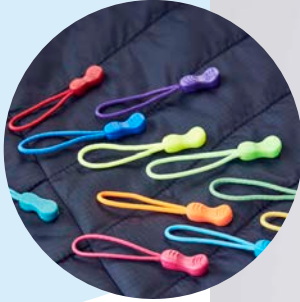






# Accessories

Differentiate departments and job roles with identifiers like fabric strips on scrubs (available on the Avery Scrub Top only) or coloured jacket zippers.



Uniforms don't have to be boring! Express yourself with playful prints, funky socks, and unique accessories that add a touch of flair to your daily work attire.

## Our Key Health Care & Beauty 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.

bizcare

  
BIZ COLLECTION

  
JB's wear

  
SYZMIK  
WORKWEAR

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





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 patients and clients, 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 patient/client and community relationships through events, giveaways, and sponsorships
- ➔ Present a professional and organised impression
- ➔ Boost staff and team morale

When selecting promotional products for health and beauty, 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 business 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.

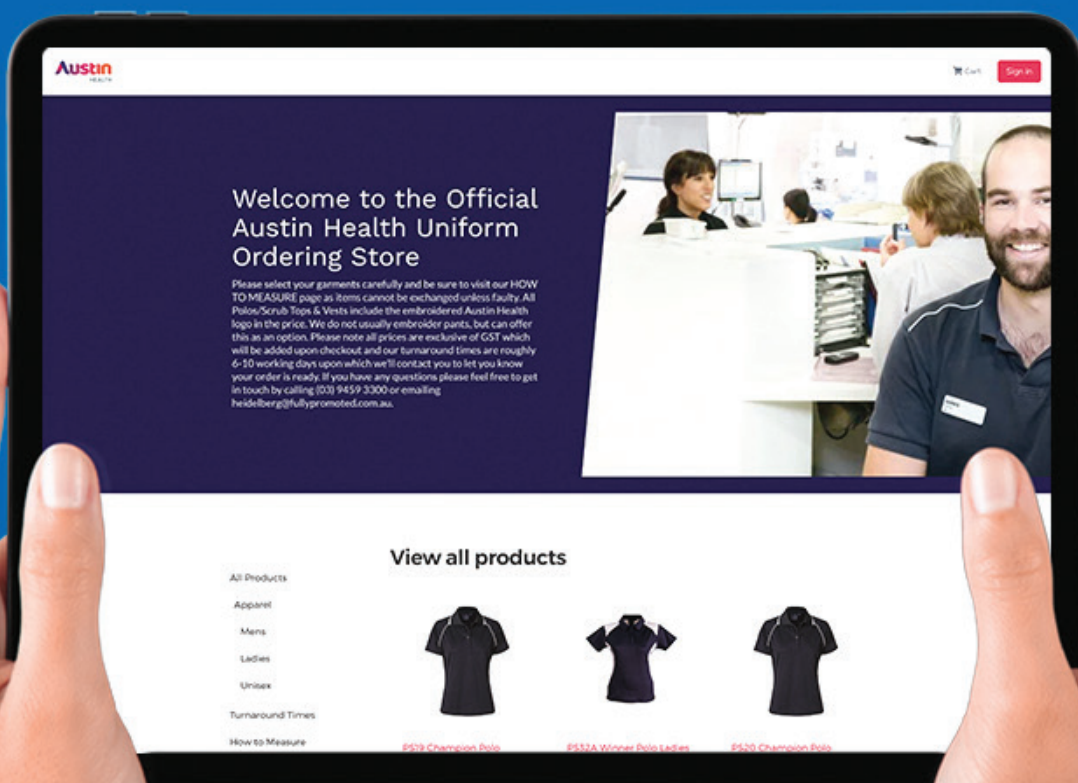
3

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.

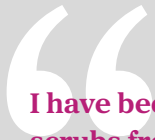
—DARRYL MILTON







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



I have been ordering our staff's scrubs from Fully Promoted for 8 years now. Exceptional customer service, very friendly professional staff, excellent quality, reasonable prices and fast delivery. Would definitely recommend and will continue to use them.

—NOOR A.



We recently approached Fully Promoted to help us support our charity. No job was too small, these guys were fabulous, they even showed us how they prepared our T-shirt for the event. I would have given them 6 Stars. Keep up the great work.

—ELIZABETH & TEAM FROM ELITE WOMEN REAL ESTATE.



Amazing... amazing customer service, amazing staff members, amazing products, amazing care. We love that we can get our uniforms locally and we have actually people to talk to and help us through the design process! -

—JIMS DOG WASH BATHURST



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

Find and contact your local Fully Promoted showroom: [www.fullypromoted.com.au](http://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
- COMPANY BRANDED STORES
- ONGOING UNIFORM MANAGEMENT

## LEARN MORE ONLINE

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