

CELEBRATING YOUR DRIVERS

SHOWING YOUR APPRECIATION ALL YEAR LONG
WITH A UNIFORM-LED BENEFIT PROGRAM



In this report, **CELEBRATING YOUR DRIVERS**, you will learn how to boost driver satisfaction by showing your appreciation all year long.

INTRODUCTION

Most trucking fleets do a good job of recognizing their drivers during National Truck Driver Appreciation Week every September.

But don't your drivers deserve to be recognized and appreciated for their hard work all year long?

According to a 2020 survey from Commercial Carrier Journal, 53% of drivers reported that fleets "don't respect drivers and the job they do enough."

This should be a wake up call for fleet managers and business owners. Especially in a time where the industry is still plagued with a significant driver shortage.

According to the American Journal of Transportation, there will be an estimated shortage of 160,000 truck drivers by the year 2030.

Businesses can no longer afford to sit by and watch as more and more drivers decide to leave the field.

It's time to start celebrating our drivers all year long and showing them the appreciation they deserve.

One creative way to show your drivers that they are appreciated is to implement a uniform-led benefit program.



ESTIMATED SHORTAGE OF
160K DRIVERS
BY 2030

WELCOMING NEW DRIVERS

First impressions go a long way in building long-term loyalty with your fleet. You can start by welcoming new-hires to the team with a custom uniform made specifically for them.

Little details like having their name on their uniform can go a long way in helping them feel recognized and like they're part of the team.

Show your drivers that you care by providing them with modern uniforms that are comfortable, stylish, and safe.

YEAR-ROUND INCENTIVE PROGRAMS

There are several ways that you can start making driver appreciation part of your regular work culture.

Driver recognition and incentive programs are just one of the ways that you could do this.

For example, you might decide to implement a Driver of the Year Program.

You can set your own parameters, but generally an incentive program like this is based on things like safety, efficiency, performance, and customer service.

Or, you could take it a step further and make it Driver of the Month instead. This allows more drivers to be recognized and keeps them motivated all year long.

In terms of prizes, personalized and thoughtful gifts are always appreciated.

You could hand out Performance Work Hoodies that are ultra soft and comfortable. Or specialty outerwear, hats, or other accessories that aren't normally issued to all drivers.

Having an incentive program shows that you care about the good work your drivers are doing on a regular basis.

PURPOSE-BUILT UNIFORMS

Providing your drivers with the right uniforms is critical to their success.

Your drivers need to be able to move comfortably in their clothing while bending, sitting, squatting, lifting, and reaching.

They also need to be protected from potential health hazards, such as heat exhaustion.

Uniforms that have been equipped with safety features like temperature regulation and moisture-wicking capabilities can help drivers feel more comfortable throughout the day.

You can show your appreciation for your drivers by taking things like mobility, safety, and comfort into consideration when choosing their uniforms.

UNIFORM REPLACEMENT SCHEDULES

When drivers feel good about their appearance, it can positively impact their overall job satisfaction.

That's why it's important to always make sure your driver uniforms are in good shape.

Make sure your employees know when and how to request replacement uniforms as needed.

Of course, providing them with high quality uniforms in the first place will extend the lifespan of their garments and help reduce those replacement costs.

But because life on the road can be messy and unpredictable, let your drivers know that it is OK to request new ones.

Remember, you want them to look good (and feel good too).



NEXT STEPS

It's time to start celebrating our drivers all year long. Let us help you meet the needs of your drivers and show them appreciation with a uniform-led benefit program.

CONCLUSION:



At Red Kap, we know that we cannot solve the driver shortage alone. But as experts in the workwear industry, we can help you take tangible steps towards a solution by starting with what we do know – uniforms.

We understand the important role that uniforms play in the day-to-day lives of our drivers. We make purpose-built uniforms based on the needs of all transportation workers. We offer a wide-range of innovations such as MIMIX®, Coolcore®, and SafeCinch® to enhance driver satisfaction, comfort, and safety.

Make the decision to level up your driver appreciation efforts by partnering with us. We will utilize our full portfolio of products to develop a uniform program that can be used as part of an incentive program or as part of your regular business operation.



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