

KEEPING DRIVERS SAFE, CARED FOR, AND COMFORTABLE ON THE JOB

THE IMPORTANT ROLE THAT UNIFORMS
PLAY IN DRIVER SATISFACTION



RED KAP
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In this report, *Keeping Drivers Safe, Cared For, and Comfortable On The Job*, you will learn about the impact that uniforms can have on driver satisfaction.

INTRODUCTION

Did you know that when drivers feel safe, cared for, and comfortable on the job, it can significantly increase job satisfaction and build long-term loyalty with your brand?

According to *Understanding Truck Driver Need-Based Segments: Creating a Strategy for Retention* by Williams, Z., Garver, M.S., & Stephen Taylor G., drivers reported that one of the key reasons they chose to stay at their company was because they felt safe and supported by their employers.

One of the ways you can do this is by providing your drivers with thoughtfully designed uniforms.

But are uniforms really that important?

Absolutely. Because even though they may not always be top-of-mind to fleet managers and company executives, they are to the drivers who have to wear them every day.

Enhancing Driver Safety

Various industry reports have suggested that safety is a growing concern for drivers in the trucking and transportation industries.

Drivers have to navigate a multitude of hazards on a daily basis, from the weather to road conditions and more.



"Why Driver's Stay: They feel safe and supported."

Addressing these challenges begins with purposefully-built uniforms with safety features, such as reflective strips and high-visibility colors.

These elements offer enhanced visibility and protection for your drivers.

When drivers are equipped with uniforms that exceed the relevant safety standards, they have peace of mind knowing that they are better protected from potential hazards.

Emphasizing safety not only enhances driver well-being but also becomes a strategic tool for recruitment and retention.

Prospective drivers will gravitate towards companies that prioritize their safety. And one of the ways that you can demonstrate your commitment to safety is through your uniforms.



Showing That You Care

Your drivers want to know that you genuinely care about their well-being.

In fact, a recent survey published by HireRight revealed that the second most important need for drivers is appreciation from their employer.

Demonstrating this commitment through thoughtfully designed, safe, and comfortable clothing goes beyond just the aesthetics.

It means involving them in decisions and getting their feedback on the things that matter most.

It also means taking the time to truly understand the nature of their work.

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

By taking things like mobility into consideration, you can help foster an environment that is safer, more comfortable, and more efficient for employees.

For example, if a driver's clothing restricts their range of motion, they may be more likely to strain a muscle or suffer an injury from overexertion while loading or unloading materials.

Show your drivers that you care by providing them with uniforms that are functional and allow them to safely and effectively do their jobs.

Ensuring Comfort on the Job

Did you know that when drivers are comfortable in their clothing, they are less likely to experience stress or distractions?

Additionally, uniforms that have been designed with innovations that regulate temperature can help protect drivers from potential health hazards such as heat exhaustion.

Moisture-wicking materials are another important feature in uniforms that can help drivers feel more comfortable throughout the day.

Remember, uniforms aren't just about appearance. They directly influence how drivers navigate their daily tasks and interact with their work environment.

Which is exactly why things like safety and comfort need to be taken into consideration.

It may seem like a small thing to some. But uniform comfort is actually one of the deciding factors for drivers when choosing an employer.

And fleets who prioritize the comfort and safety of their drivers gain a competitive edge when recruiting top talent.

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 satisfy those needs such as safety, comfort, mobility, temperature regulation, and more.

Make the decision to improve your recruiting and retention efforts by partnering with us. We will utilize our full portfolio of products to develop a uniform program to keep your drivers safe, cared for, and comfortable on the job.



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