

# THE SHIRT BUYER'S GUIDE

## 5 STEPS TO GET THE RIGHT SHIRT FOR YOUR BUSINESS

Choosing the right shirt is not always an easy task. You have many aspects to consider. Follow these 5 easy steps of the B&C shirts buyer's guide and get the right shirt uniform for your employees, whatever your business.



### 1 CHOOSE THE TYPE OF FABRIC YOU NEED

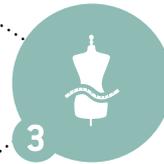
Depending on how much physical activity your employees will be doing or the temperature they are working in, consider the kind of fabric that is the most suitable for their uniform(s). For example, polyester/cotton blend may be more durable and may be better for indoor, air-conditioned environments.

Also, consider your employees and their busy schedules; make sure their shirts are easy to maintain. All B&C Shirts are easy care treated.



### 2 PICK THE RIGHT COLOUR

From classic shades to brighter colours, B&C Shirts offer the right colour range to fit any business. In any case, when picking your logo or embroidery, make sure to get high contrast between the logo and the garment and that the logo is easily readable, especially from a distance.



### 3 SELECT THE CORRECT SIZE

B&C Shirts are true to size, so you can order the normal clothes size and be confident that your team will be well dressed. To ease your size management, we have designed our shirts with a regular fit ensuring they suit a wide range of body shapes. Our wide size offer gives you the opportunity to have a full team uniform that is consistent in look, cuts and colours.



### 4 BE CREATIVE, BE VISIBLE

Consider changing your employee's uniform based on seasons, such as darker shades for winter and a brighter colour and logo for summer. Changing up uniforms can add interest to your business and catch customer's eyes.

Think about your employee's shirt uniform as a support of choice for your business visibility.



### 5 OPT FOR THE RIGHT DECORATION TECHNIQUE

Embroidery may look best for a small logo on the front of the shirt. If you want a larger or all-over design, screen printing will be the best option. In any case, B&C Shirts are designed to be decorated and will give you enhanced printability.

