

# How to Outfit Your Crew: A Workwear Program Guide for Businesses of Any Size

## *A Guide for Small Business Owners and Corporate Program Managers*

Whether you manage five employees or five thousand, getting your crew properly outfitted is one of the best investments you can make in your business. The right workwear protects your people, reinforces your brand, and keeps your team looking and performing like the professionals they are.

This guide is written for two audiences: small business owners building a crew outfitting program for the first time, and procurement or safety managers at larger companies looking to consolidate sourcing, standardize gear across locations, and take advantage of supplier diversity programs. Both will find what they need here.

---

## Why a Crew Outfitting Program Matters

A well-outfitted crew does more than look good on the job. Here's what a thoughtful workwear program delivers:

- **Safety compliance:** OSHA requires employers to provide appropriate PPE for the job site. The right gear — from hi-vis vests to safety-toed boots — protects your people and keeps you in compliance.
- **Brand visibility:** Every employee in the field is a walking advertisement. Branded workwear with your logo puts your name in front of customers, other contractors, and the public every day.
- **Team unity:** Uniforms build cohesion. When your crew looks the part, they carry themselves with more confidence and professionalism.
- **Reduced turnover cost:** Providing quality gear signals that you value your employees. Crews that are comfortable and safe are more productive and more likely to stick around.
- **Procurement efficiency:** For larger organizations, a consolidated vendor program reduces administrative overhead, standardizes specs across sites, and simplifies spend tracking.
- **Supplier diversity goals:** Purchasing through a certified woman-owned small business like Sound Safety Products Co., Inc., can count toward your organization's supplier diversity commitments.

### Already know what you need?

Contact our team at 800-557-2338, [email](#) or visit [worknmore.com](https://worknmore.com) to set up a business account. We'll help you build a program from the ground up.

---

## Step 1: Assess Your Job Site Requirements

Before you buy anything, map out what your crew actually needs based on where they work and what hazards they face. Different environments carry different rules and risks.

### OSHA Basics for Employers

As of January 2025, OSHA updated its PPE rules to require that employers provide properly fitting gear for all workers, including women and workers with non-standard sizing. This applies to both construction (29 CFR 1926.95) and general industry (29 CFR 1910.132). One-size-fits-most is no longer acceptable.

For a full breakdown, see our [OSHA PPE Fit Rule Guide](#).

### Hi-Vis Requirements

If any part of your crew works near traffic, heavy equipment, or in low-light conditions, hi-vis is likely required. ANSI 107 Class ratings determine what level of visibility protection is needed:

- Class 1 — parking lots, low-traffic areas
- Class 2 — roadway work, warehouses with vehicle traffic (most common requirement)
- Class 3 — highway construction, high-speed traffic exposure

For full detail, see our [Hi-Vis Ratings Guide](#).

### Common Workwear Needs by Industry

Industry	Typical Requirements	Common Add-Ons
Construction	Safety-toed boots, hi-vis, hard hat, cut-resistant gloves	FR/arc-rated clothing, rain gear
Warehousing / Distribution	Safety-toed footwear, hi-vis vest (if forklifts present)	Thermal layers, slip-resistant soles
Landscaping / Grounds	Work boots, gloves, sun protection	Hi-vis for roadside work, chaps for chainsaw work
General Trades / Service	Work boots, durable pants and shirt, gloves	Knee pads, tool-loop pants, branded shirts
Utilities / Electrical	ASTM-rated footwear (EH), FR/arc-rated clothing	Insulated gloves, Class 3 hi-vis

## Step 2: Choose Your Workwear Categories

Once you know your requirements, build your gear list by category. A complete program typically covers four areas:

### Work Clothing

Durable pants, shirts, and outerwear for daily wear on the job. Look for reinforced knees, triple-stitched seams, and fabrics that hold up to repeated washing. Key brands we carry: Carhartt, Dickies, Red Kap, Bulwark, Levi's, Wrangler Workwear & Ariat Work.

### Safety Footwear

The right boot depends on the job. Look for ASTM F2413 ratings: ST or CT for toe protection, EH for electrical hazard, SR for slip resistance, MT for metatarsal & PR for puncture resistant midsoles. We carry Georgia Boot, KEEN Utility, Timberland PRO, Irish Setter, Danner, Brunt Workwear, Ariat Work and more — in a wide range of widths and fits for men and women.

### Hi-Vis and PPE

Vests, jackets, and pants to ANSI 107 standards, plus gloves, eyewear, and other site-required PPE. Brands include Portwest, Radians, Carhartt, Majestic Glove and more. We have access to our manufacturers' full product lines and can source items not currently on the website.

### FR / Arc-Rated Clothing

Required for electrical work and some utilities and oil & gas applications. Arc ratings (cal/cm<sup>2</sup>) must meet or exceed the incident energy of the task. Brand to know: Bulwark, Carhartt and Ariat Work. We can help you match the right arc rating to your workers' specific tasks.

#### Don't see what you need on the website?

We have access to the complete product lines of all our manufacturing partners — and we've secured very competitive pricing on many items. Call us at 800-557-2338 or [email](#) and we'll find it or suggest a better alternative.

---

## Step 3: Add Your Logo

Branded workwear turns your crew into a walking extension of your business. We offer customization on a wide range of clothing and PPE items — from basic polos and t-shirts to ANSI 107 hi-vis gear and arc-rated garments.

### Customization Methods

Method	Best For	Considerations
Embroidery	Polos, caps, jackets, fleece — items that get repeated use	Durable, professional look; not ideal for fine detail or gradients
Heat Transfer	T-shirts, hi-vis gear, synthetic fabrics	Good for complex graphics and full color; holds well on most fabrics
Screen Print	High-volume t-shirts and basic apparel	Cost-effective at volume; best for simple, bold designs

Your logo represents who you are and shows unity across your team. We work closely with you to make sure it looks right — no matter the product or the imprinting method. We handle all the technical decisions for you.

### **Brands Available for Customization**

Carhartt, Ariat Work, Dickies, Levi's, Wrangler, Helly Hansen, Bulwark, Red Kap and many more. If you're looking for a specific brand, ask us.

### **Getting Your Logo Done: 3 Steps**

1. Contact our team to get started.
2. Pick your products and logo placement locations.
3. Confirm your logo and approve digital proofs.

---

## **Step 4: Set Up a Uniform Program**

A uniform program takes the guesswork out of ongoing ordering. Instead of buying gear one employee at a time, you establish a catalog of approved items, set a per-employee budget or allowance, and order in rounds as you hire and replace.

### **What to Expect**

- We build a curated product list based on your requirements and brand preferences.
- Employees select from approved items within your program.
- We manage customization, and fulfillment.
- Reorders are streamlined — no starting over every time.

### **Managing Sizes and Fit**

One of the most common pain points with crew outfitting is fit — especially for women in trades who have historically been given men's sizing. We stock and can source women's-specific cuts in workwear, hi-vis, and PPE. If your crew is diverse in size and body type, mention it when you contact us and we'll make sure your program covers everyone properly.

---

## **Step 5: Large or National Accounts**

If you're a procurement manager, EHS coordinator, or safety program manager at a mid-size or large company, your needs go beyond a basic workwear order. You're managing compliance across multiple locations, tracking spend, standardizing PPE specs, and often navigating supplier diversity requirements. We support all of that.

### **Consolidated Sourcing Across Locations**

Instead of letting individual sites choose their own vendors, a consolidated program through us gives you consistent product specs, pricing, and branding across every location. We manage the complexity so your sites get what they need without procurement overhead on your end.

### **Standardized SKU Programs**

We work with your team to define a standardized list of approved items — by job classification, hazard level, or department — and build an ordering framework around it. Employees select from approved items only, which controls cost, ensures compliance, and eliminates off-spec gear showing up on the job site.

### **Employee Allowance and Reimbursement Programs**

We can support employer-funded allowance programs where each employee receives a set dollar amount toward approved gear per year. We handle the catalog, the ordering process, and the fulfillment — you manage the budget.

### **Supplier Diversity**

Sound Safety Products Co., Inc., dba Work 'n More is a second-generation, woman-owned small business with diversity certifications from OMWBE and WBENC: DBE, WOSB, and WBE. For organizations with supplier diversity mandates or spend reporting requirements, purchasing through us can count toward those goals. Ask us for our certification documentation.

### **We Work for You — Not the Manufacturer**

We're not beholden to any single manufacturer. With 50 years in the business and relationships across the full range of workwear, safety, and footwear brands, we recommend what's right for your program — not what's most profitable for a vendor. That independence is one of the most valuable things we offer large accounts.

---

## **Ready to Get Started?**

Whether you're a small business owner outfitting your crew for the first time or a procurement manager looking to consolidate a national program, we're here to help. No overselling, no one-size-fits-all packages — just a team that works for you and knows how to deliver.

### **Contact us**

Call 800-557-2338, [email](#) or visit [worknmore.com](http://worknmore.com) to set up a business account. Industrial and B2B customers can log in or register at [worknmore.com](http://worknmore.com) for access to our full catalog. For large or national account inquiries, supplier diversity documentation, or program setup, call us directly — we'll get the right person on it. We look forward to working with you.

**Learn more:** [Custom Logo & Uniform Programs](#) • [Sound Safety Products B2B](#) • [All Guides](#)