

Why this Category Matters for Dealers - Workwear & PPE

Workwear and PPE gives dealers the opportunity to support customers with products that are essential to everyday operations. These items relate directly to safety, compliance and staff wellbeing, which means customers value suppliers who make the process simple, reliable and consistent. For dealers, this creates a category with strong relationship-building potential and a steady flow of repeat demand.

Workwear and PPE is also a category where many customers already spend money, often with multiple suppliers. In many cases, they do this out of habit rather than preference. When a dealer can offer a straightforward, dependable alternative, customers are often willing to consolidate because it reduces admin, improves consistency and saves time. This makes the category a practical way for dealers to increase their relevance and strengthen their position within an account.

The category also aligns with wider shifts in how organisations think about their people. Many businesses are placing greater emphasis on staff experience, brand presentation, safety culture and operational readiness. Clothing and PPE sit at the centre of these priorities, which means customers increasingly expect suppliers who understand their environment and can support them with the basics that keep teams equipped and confident.

Dealers who engage with Workwear and PPE can benefit from:

- Regular, predictable replenishment - Items wear out, get damaged or need replacing as teams grow or roles change, which creates ongoing demand throughout the year.
- Increased share of customer spend - Many organisations buy workwear and PPE elsewhere simply because they do not realise their dealer can supply it.
- Opportunities to support larger projects - New sites, contract wins, restructures or audit recommendations often trigger bulk orders for teams or departments.
- Stronger customer loyalty - Supplying the right items, in the right sizes and quantities, builds trust and positions the dealer as a dependable partner.
- Cross-sell potential across workplace categories - Workwear and PPE naturally links to Industrial and Warehouse, Cleaning and Hygiene, Health and Safety and Print and Promo.
- Healthy margin opportunities - Many products in this category offer solid margins, especially where dealers add value through service, consolidation and reliability.
- A route into new sectors and environments - Supporting customers with workwear and PPE can open doors into industries such as manufacturing, logistics, facilities management and construction.
- A chance to simplify procurement for customers - By offering workwear and PPE alongside other workplace supplies, dealers help customers reduce suppliers, admin and complexity.

When dealers handle this category well, they become more than a transactional supplier - they become a trusted partner who supports safety, consistency and operational readiness. This strengthens long-term relationships and positions the dealer as a key part of the customer's day-to-day operations.



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Key takeaway

Workwear and PPE offers dealers a reliable, repeatable and relationship-driven category with strong margin potential and clear links to wider workplace needs. It helps dealers grow their share of spend while delivering meaningful value to customers.