

Category Overview - Workwear & PPE

Workwear & PPE is a long-established and essential category within workplace supplies, supporting the safety, comfort and professionalism of people across a wide range of working environments. It includes the clothing and equipment employees wear to protect themselves from hazards, meet workplace requirements or present a consistent brand image. This spans everyday items such as hi vis vests, gloves and safety boots through to branded uniforms and specialist garments designed for specific risks or environments.

Typical products in this category include:

- Hi vis clothing (vests, jackets, trousers)
- Safety footwear (boots, shoes, trainers)
- General PPE (gloves, masks, eyewear, helmets)
- Workwear garments (polos, fleeces, trousers, jackets)
- Branded uniforms and corporate clothing
- Specialist protective clothing (FR, anti static, chemical resistant)
- Accessories (knee pads, belts, hats, thermal layers)

The category is used across many sectors, including construction, manufacturing, logistics, facilities management, education, healthcare and field-based services. For some organisations, Workwear & PPE is a daily operational necessity; for others, it supports compliance, visibility or brand consistency. Because people, roles and sites change over time, demand for this category is ongoing and often linked to recruitment, expansion, seasonal changes and audit outcomes.

Workwear & PPE brings together two closely connected areas. PPE includes items such as gloves, masks, eyewear, helmets and other products designed to reduce exposure to hazards. Workwear covers garments and footwear that support safety, durability and brand identity, including trousers, jackets, polos, fleeces, hi vis clothing and safety footwear. These products are often used alongside other workplace supplies such as cleaning materials, industrial equipment and safety signage, making the category a natural part of a broader workplace solution.

Although Workwear & PPE can appear technical from the outside, most customers already have a sense of what they need based on their industry, risk assessments or internal policies. Dealers are not expected to act as safety consultants. Instead, their role is to understand the customer's environment, clarify requirements and work with specialist suppliers who can advise on suitable options. With clear communication and reliable partners, Workwear & PPE becomes a manageable, repeatable and valuable part of a dealer's offer.

The category also plays an important role in how organisations present themselves. Branded clothing, consistent uniforms and appropriate PPE all contribute to how teams are perceived by customers, visitors and colleagues. When dealers support customers effectively in this area, they help them protect their people, meet expectations and present a professional, joined-up image.

Key takeaway

Workwear & PPE is a practical, high-value category that supports safety, consistency and professionalism across many industries. With the right questions and strong supplier partnerships, dealers can participate confidently without needing deep technical expertise.