Uniform Stores
EXCLUSIVELY FROM SCRUB AUTHORITY

Staples Promotional Products *Case Study*



A Seamless, Scalable Scrub Program Solution for a Fortune 500 Healthcare Leader

"Uniform Stores partnered closely with us to clearly identify the client's needs and deliver a solution that not only met but exceeded their requirements."

- Strategic Account Manager, Staples Promotional Products

Staples Promotional Products (SPP) is a global leader in branded merchandise and promotional solutions. With enterprise-level scale, strong compliance standards, and end-to-end program support, they deliver reliable, brand-safe solutions for everything from large-scale global programs to targeted campaigns and employee initiatives.

When a premier Fortune 500 healthcare provider needed a sophisticated uniform solution for *over 20,000 employees*, ***SPP looked beyond traditional models to deliver a high-impact, strategic program.***

The Challenge: Complexity at Scale

The client required a highly flexible scrub program that could accommodate a massive, decentralized workforce while maintaining strict operational control. The project presented several critical requirements:

- **Multi-Supplier Choice:** *Access to high-quality scrubs from various brands without the burden of inventory liability.*
- **Complex Financials:** *A system capable of managing employee-specific allowances while allowing personal payment for purchases exceeding the allowance.*
- **Operational Efficiency:** *Requirements included rapid fulfillment, direct-to-employee shipping, flexible returns, and consolidated monthly billing.*
- **Data Integration:** *The need for regular employee data updates and actionable, real-time reporting to ensure program transparency.*

Uniform Stores
EXCLUSIVELY FROM SCRUB AUTHORITY

Staples Promotional Products *Case Study*

The Solution: A Strategic Pivot

While Staples has a long history of managing uniform programs, they knew this specific challenge required an evolved approach. Initial plans to use a standard eStore platform were set aside in search of a more specialized solution.

After reaching out to their scrub sources, they found Uniform Stores. This platform was identified as the ideal engine to **meet 100% of the client's criteria**. Despite a highly competitive bidding process involving other major scrub suppliers, the partnership between SPP and the Uniform Stores team distinguished itself through:

1. **Employee Empowerment:** *Moving beyond a "one-size-fits-all" approach to offer comfort and style autonomy.*
2. **Collaborative Integration:** *Functioning as a true extension of the Staples Promotional Products team to map out complex "rules of engagement" and technical integrations.*
3. **Proactive Management:** *Providing dedicated account support to navigate the "heavy lift" of the initial launch, plus ongoing support.*

The Implementation: From Transactional to Strategic Partnership

The launch phase required significant technical integration to ensure seamless data flow and user experience. The Uniform Stores team supported SPP throughout the entire lifecycle, from the initial sales pitch to the complex back-end integration.

This successful execution transformed the relationship between Staples Promotional Products and Uniform Stores from a transactional vendor-buyer dynamic into a long-term strategic partnership.

The Results

Now entering its third year, the program has delivered measurable success for both the client and the employees:



High Engagement: *Ongoing marketing support ensures employees maximize their annual allocations, driving program utilization.*



Operational Excellence: *The client receives consolidated billing and detailed reporting, eliminating the administrative burden of managing 20,000+ individual users.*



Employee Satisfaction: *By providing scrubs that fit well and feel comfortable, the program has supported better job satisfaction and daily comfort—critical factors for retention in healthcare environments.*



Revenue Growth: *From a sales perspective, the streamlined UI and personal payment options have maximized captured sales beyond the base allowances.*

Future Outlook

The success of this program has provided a proven blueprint for success. Staples Promotional Products has since established a formal strategic partnership with Uniform Stores to bring this specialized, scalable solution to all clients within the healthcare and uniform sectors.

Click here to learn more about the Uniform Stores platform, or scan this QR code to book a Strategy Session >