

# ARE YOU CHOOSING QUANTITY OVER QUALITY?



You may have come across the term 'cost-in-use', but what exactly does it mean? To put it simply, better quality products have a longer lifetime. Compared to lower quality products, this means

you buy less, use less, replace less, and more importantly, you spend less too.

After a higher initial cost, there is a lower cost of ownership due to products longevity

and durability. As well as improved cost-in-use, Tower believe that better quality products provide higher staff satisfaction and an increase in brand value.

**Studies show that when staff are comfortable and happy when wearing their workwear and uniform, they are more likely to feel proud of the brand they represent and are also much more likely to consistently comply with regulations. This improves safety standards across the company.**

## Cost-in-use examples



### Budget polo shirt

**Cost – £9.00**

Material – 100% basic polyester

Lifetime – 6 months

Wash cycles – tested to 25

Allocation – 5 garments

**Annual cost – £18.00**



### Premium polo shirt

**Cost – £14.00**

Material – 100% breathable recycled polyester

Lifetime – 15 months

Wash cycles – tested to 50

Allocation – 5 garments

**Annual cost – £11.20**



Above product lifetimes based on manufacturers guidance.

Looking at your cost-in-use is just one of the services we provide as part of our **FREE PRODUCT REVIEWS**. Email us today to see if you qualify.

[hello@towersupplies.com](mailto:hello@towersupplies.com) | [wearetower.com](http://wearetower.com)