

**DEANE**  
Apparel

# THE BRAND SUCCESSFUL BRANDS WEAR

We dress the working population of Australia and New Zealand in quality garments styled without compromise.







## WE BRING BRANDS TO LIFE

From a totally bespoke range to creatively personalising from our own range **we can bring your image to life and deliver garments as individual as your business.**



We understand that uniforms must be fit for purpose and we never compromise on style or quality.



**BEST CUSTOMER EXPERIENCE**

Our passion is providing the Best Customer Experience every time, every day. We cherish the loyalty of our customers and we pride ourselves on our world-class service.

**PROVEN SUPPLY CHAIN**

Our proven supply chain is built on long relationships where our supply partners are as passionate about preserving the planet and the people who live on it as we are.

**ONLINE UNIFORM MANAGEMENT**

Our Online tool interfaces readily with customer ERP's and when fully utilised, manages your uniform leaving you to manage what matters: your business.

# BEST CUSTOMER EXPERIENCE

A predictable and seamless experience for our customers based on operational excellence.

## **WORLD-CLASS SERVICE**

We pride ourselves on our world class service and delight in tailoring a uniform solution that reflects every element of your brief

## **END-TO-END SERVICE**

We look after your uniform requirements so you can take care of your business and offer a no surprises end to end service through a communication plan you define with us

## **PROJECT MANAGEMENT**

Our Transition and Implementation management is administered by an experienced Project Manager who heads the support team running a well documented and transparent process







## STOCK SERVICE



Wide Stock Offer available off the shelf



Rigorous quality control to ensure performance and reliability



Offshore manufacturing backed up by our local factory



Ability to design a unique range or a single unique garment for our customers



Full in-house personalisation capabilities



Flexible manufacturing to manage small runs of maternity & outside sizes



## **WE DESIGN, CREATE, TEST & PERSONALISE**

We offer the flexibility of creatively personalising standard garments. Capable of bringing designs to life, we create samples in our in-house factory and our dedicated embellishment factory offering a speedy response to your brief. Our design team work alongside the Account Management Teams to ensure you are provided sufficient choice to make decisions you are thrilled with.



# FACTORY FACILITIES





ABOUT DEANE

# DEANE AT A GLANCE

Christchurch  
Factory

**400,000**  
UNITS P/A



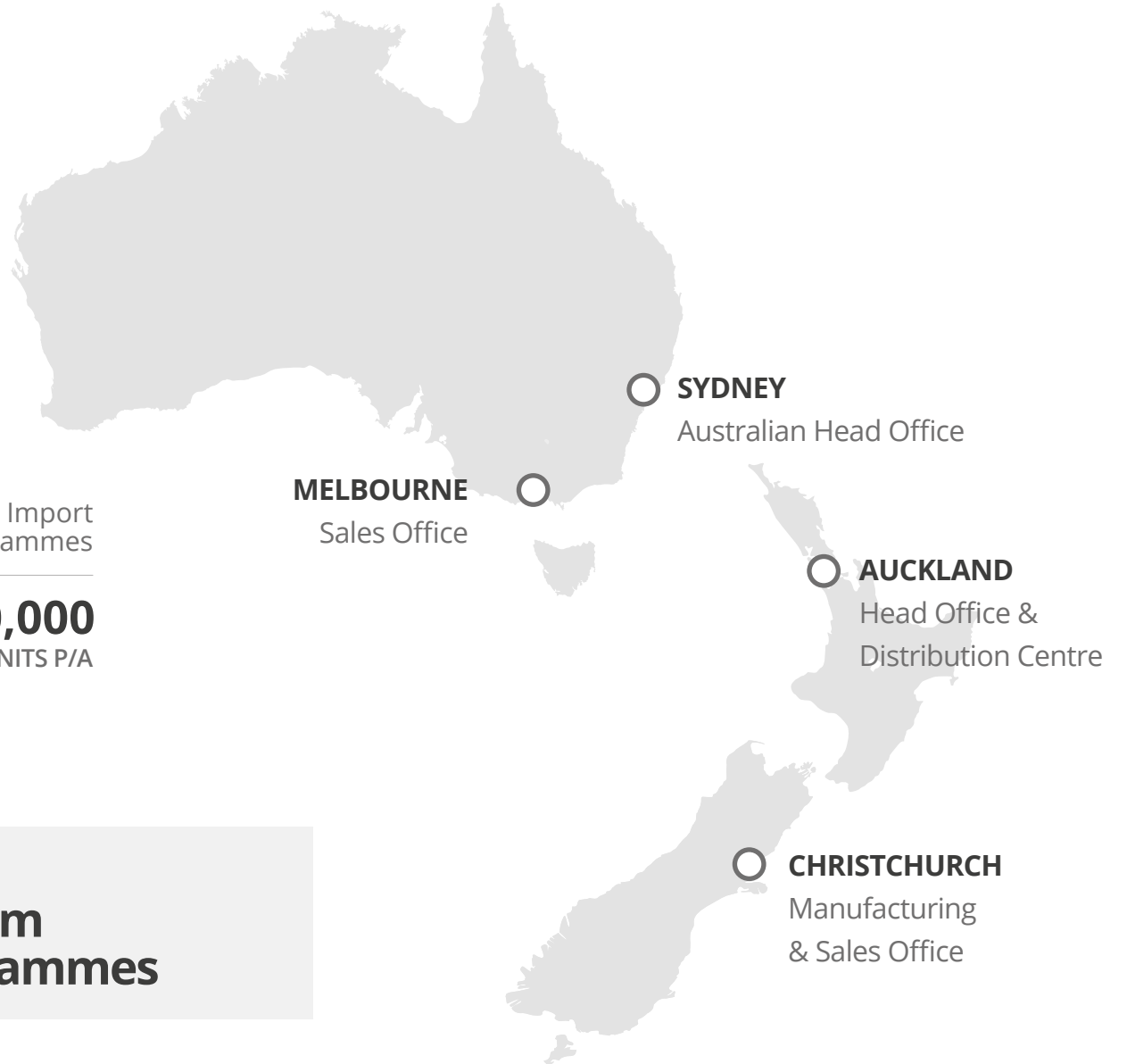
Import  
Programmes

**2,500,000**  
UNITS P/A

Staff  
**259**

Established  
**1932**

Experts in  
**Customised Uniform  
& Workwear Programmes**



**SYDNEY**  
Australian Head Office

**MELBOURNE**  
Sales Office

**AUCKLAND**  
Head Office &  
Distribution Centre

**CHRISTCHURCH**  
Manufacturing  
& Sales Office



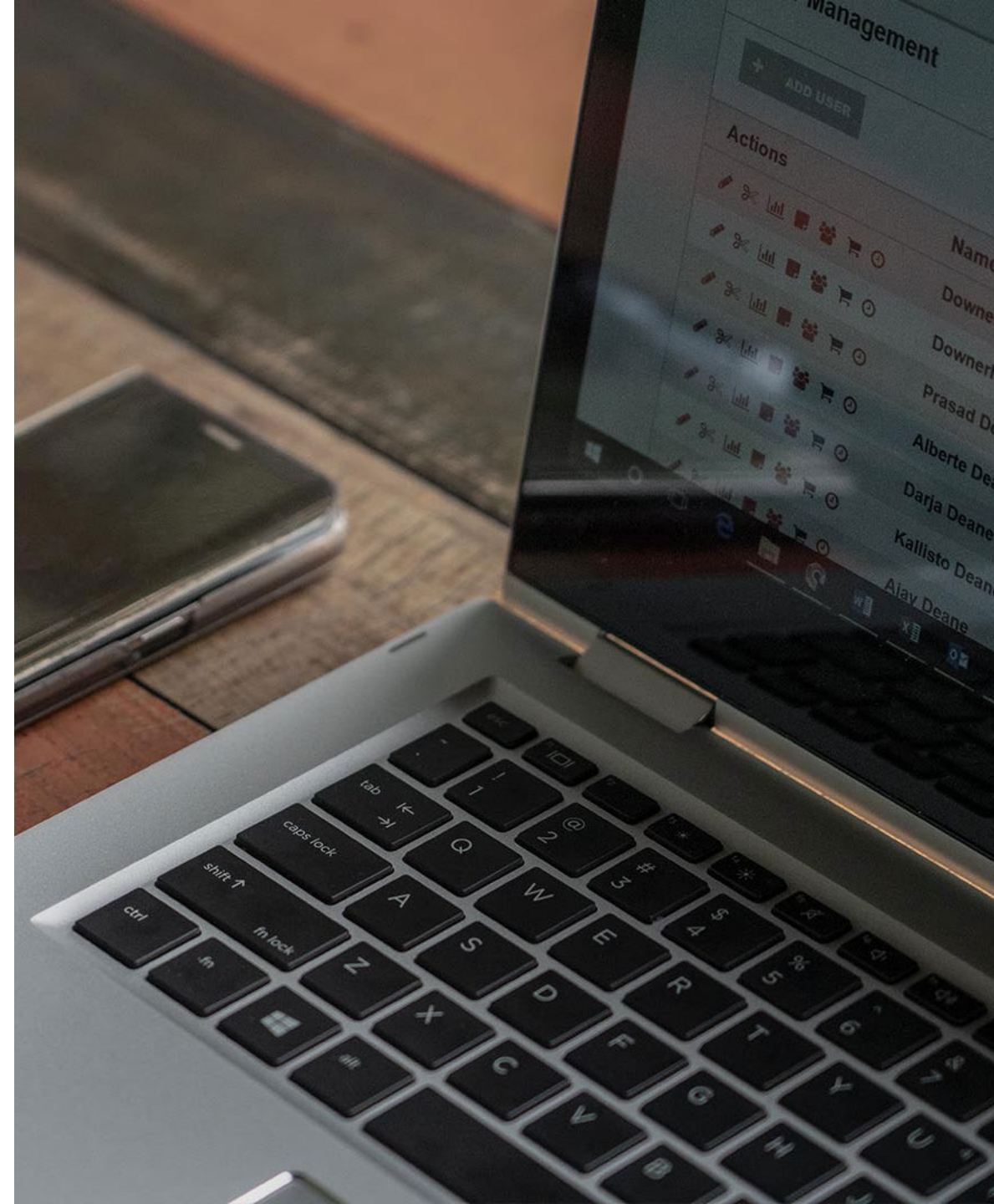
## WE MAKE REPORTING EASY

We understand our customers operate in busy environments, so we present our reporting in a quick-read format allowing you to spend your time on your work and not ours.

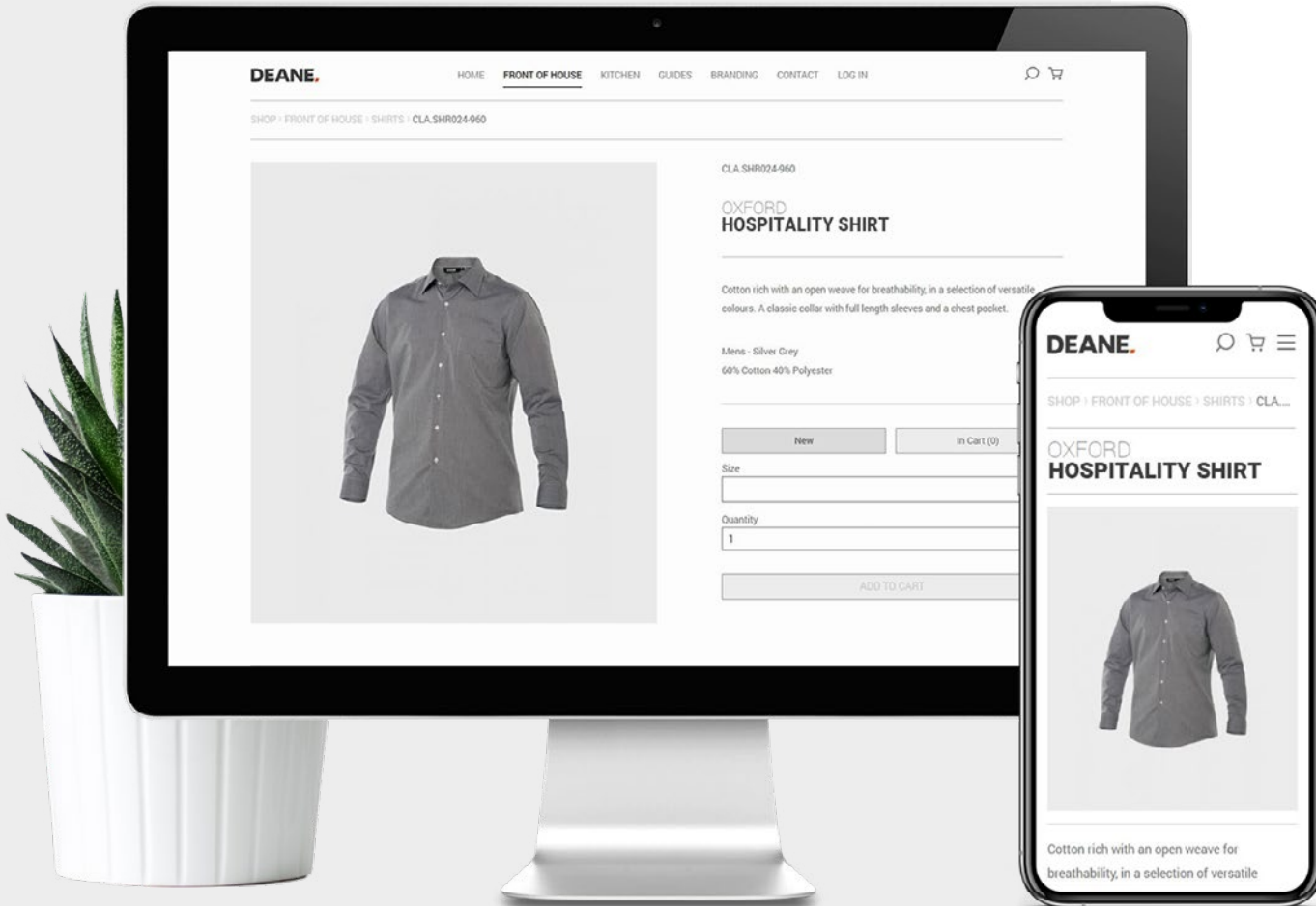
# ONLINE UNIFORM MANAGEMENT

We take the pain out of ordering by using our Online tool, SILK.

Our ordering and management system, SILK, is world-class and provides a user-friendly portal that is easily tailored to meet individual customer needs. With support from a dedicated IT team, we offer full management tools to control customer ranges, allocation rules and approval processes.







## TECHNOLOGY

We use technology to enhance your customer experience

- EDI Interface
  - Electronic data portal to pass information between systems
- SILK Online order portal, offering full garment management all managed on your mobile phone if you choose
- Reporting
- Centralisation / simplification of the process and user experience
  - Visual display of range by role
  - Allocation management
  - Approval process
  - Scalable from 100 to over 10,000 uniform wearers
  - Reduction in the customer's resource to manage your uniforms

# EXPERIENCE & EXPERTISE

The Brand Successful Brands Wear





## PROVEN SUPPLY CHAIN

Our supply partners are carefully chosen to ensure quality and consistency.

**01.**

Our on-shore and off-shore factories comply with internationally accepted social and ethical standards.

**02.**

We are committed to consistently delivering high quality garments in full and on time.

**03.**

Sound business management which is audited by Intertek, an international specialist in this industry.

**04.**

Our on-shore factories offer us risk mitigation through multi-site manufacturing.

**05.**

We create all patterns in-house to ensure garment consistency regardless of where they are manufactured.

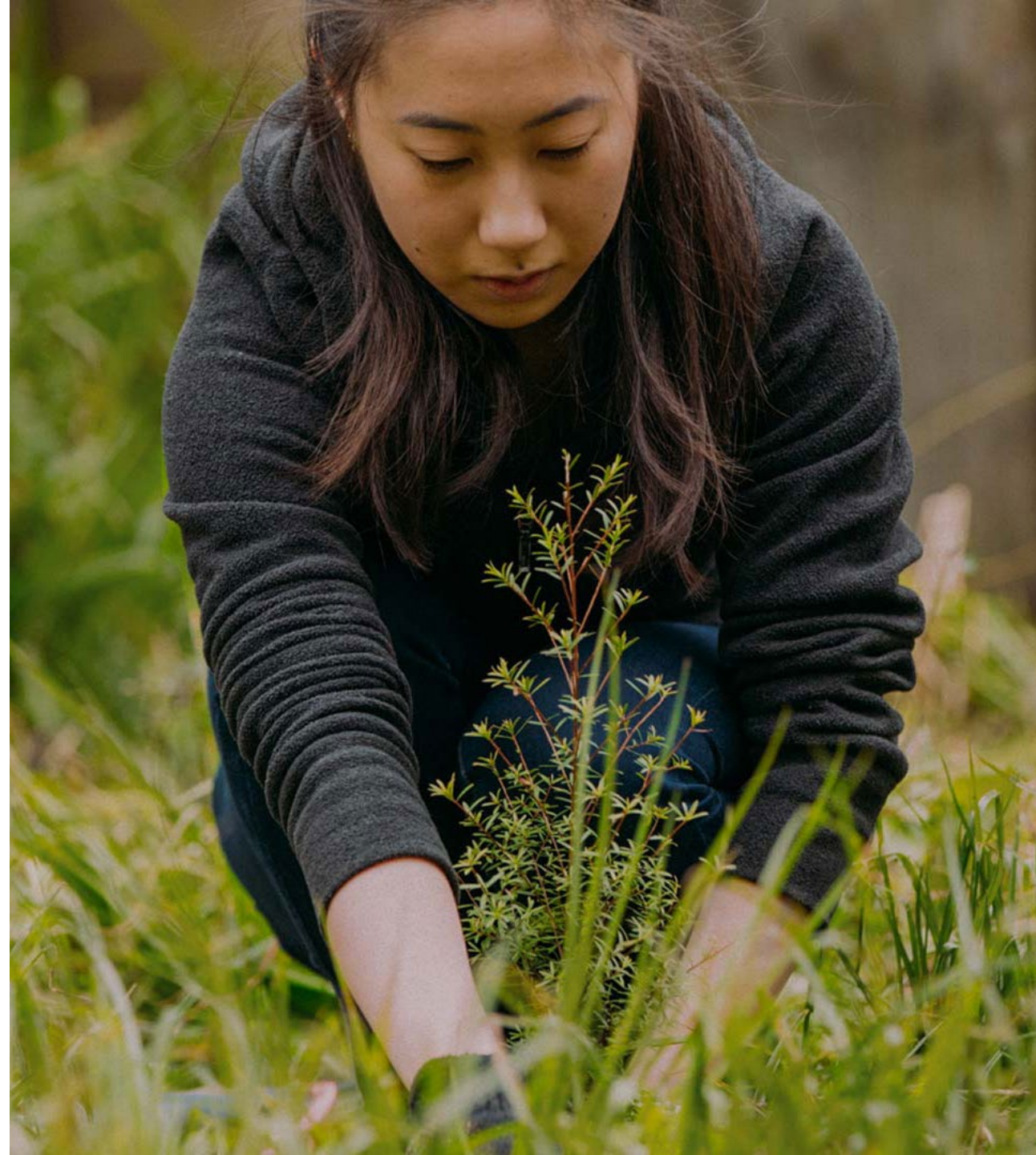


## OUR COMMITMENT TO THE PLANET

We value our planet and the people who occupy it. Our commitment to ensuring optimal working conditions and best sustainable practices is ongoing as seen in our Sustainability and Social Responsibility Manifesto.

We evaluate our supply chain on the Global Supply Chain Compliance platform and audit using the Working Conditions Assessment managed by Intertek.

We manage our packaging to minimise waste and include non-recyclable materials.







## OUR COMMITMENT TO THE PLANET

We are introducing sustainable fabrics into our fabric library.

We are actively involved in seeking local solutions to end of life of garments.

We support a non-profit organisation in researching sustainable products that support women in the workforce in poorer economies.

We support Ronald McDonald House - an organization whose mission is to improve the health and well-being of children.



# THE DEANE FAMILY

## **MISSION**

To deliver a best-in-class seamless and predictable customer experience.

## **OUR PEOPLE**

We believe in our people and prize their commitment to our values and mission.

## **STRONG BACKBONE**

We're owned by AlSCO, a global brand. With the backing of a business turning over USD2.5 billion, we can afford to stand by our promises.





## OWNERSHIP STRUCTURE

Our ownership provides us with the flexibility to invest in stock, people resource and to deliver contracts of this nature.



Deane is owned by AlSCO Inc.



AlSCO specialises in commercial laundry services and consumables











Globally worth more than US \$2 billion



Global reach



# OUR CAPABILITIES

-  Continuity of Brand and Image
-  State of the Art Online Uniform Management Tool
-  Ethical and Social Accountability
-  Best Customer Experience
-  Proven Supply Chain
-  Strong Financial Backing
-  Personalising Service Program
-  Scale and Experience to manage end to end service

