



Corporate and customer-friendly: new look suits Baigent Motors

When Baigent Motors wanted a modern new uniform, Apparelmaster sorted it – and the efficient laundry service ensures staff retain the professional look, every day.

More than 60 years of operation is a huge achievement for any business. For Justin Scelly, General Manager of Baigent Motors Mitsubishi in Matamata, the company's long history is an asset which underpins its values and success.

"We're one of the longest-established businesses in Matamata, and one of the oldest Mitsubishi dealerships in the country. We've still got a lot of those values we started with – it's about customer service. Customers always come first, they're absolutely our top priority."

It's a winning formula, with Baigent Motors being named Mitsubishi Diamond Dealer three times in the past five years.

Smart presentation is part of the package. Baigent Motors has been sourcing its uniforms from Sincerity Apparelmaster, Matamata for a record-breaking 40 years. But it's not a matter of local habit, says Justin – the shared focus on good customer service has kept them loyal.

"Apparelmaster has always given us absolutely A-grade service, so it's a no-brainer to stick with them."

New uniforms provide comfort, style and practicality

The new Mitsubishi overall is 'far superior' to the relatively basic one they wore before, says Justin. Not only does it have slick corporate branding – ensuring Mitsubishi staff from Bluff to Kaitiaki have the same professional image – it also boasts a number of improvements that are better for staff as well as the company.

It has a high-vis strip across the front and back, an important health and safety addition. The fabric is breathable, with tabs to allow sleeves to be rolled up or down. Instead of zips (which can scratch vehicle bodywork) it has covered domes – these also make the outfit easier to get in and out of. And it has personal name badges embroidered on the breast.

"I like the guys to have names on their uniforms, because it's important for customers to know who they're talking to," says Justin.

The feedback from both staff and customers has been great. "We've had some really nice comments about how smart they are. And the guys have been very positive."

"It's a premium uniform and looks it," says Allan. "With Apparelmaster's expertise we can source the best and do it quickly. For Mitsubishi it just removes the hassle."





New Mitsubishi overalls create consistency

Alongside its heritage, Baigent Motors has a focus on modernising and staying on top of industry developments. Which is why, when a new-look Mitsubishi overall was unveiled at a national conference last year, Justin decided he wanted his staff in it.

"It looked very smart - we were quite taken with it. I approached the Apparelmaster rep who was there, and they got word to Allan who came to see me."

Allan Lambert, Managing Director of Sincerity Apparelmaster says this illustrates the advantage of having a national presence, with the convenience of local branches.

"The new uniforms were decided at head office level, between Mitsubishi and Apparelmaster. Then, we worked locally to look after their needs and ensure they got the right product."

Much has changed in the trade since Baigent Motors was established. These days, mechanics are more likely to be working on electrical repairs and often interact with customers – vastly different from the oil-splattered guys who spent their days getting dirty under cars. This makes a clean, professional look critical, says Justin.

Clothing needs all taken care of

Hiring workwear from Apparelmaster removes the capital outlay for Baigent Motors and ensures uniforms are all sized, supplied and laundered as needed. Once a week, the Apparelmaster van pulls up to collect dirty overalls and replace them with clean ones. Each staff member has enough fresh uniforms to last a week, and Baigent Motors gets a simple monthly invoice.

"We're experts in workwear – we look after it all, so they don't have to worry about it," explains Allan.

Each garment is barcoded or chipped with a unique ID to enable tracking. For clients, this means prompt answers to queries.

"The systems are very smooth. It's rare that we have an issue, but if we do, they can sort it out fast," says Justin.



"It's very reassuring to have a company as efficient as Apparelmaster looking after our uniforms. The service is A-grade - we don't have to worry about anything."

Justin Scelly,
Baigent Motors Mitsubishi,
Matamata

Sincerity Apparelmaster's service to Baigent Motors

- Workwear and mats rented
- New corporate uniform rolled out smoothly
- Overalls replaced and laundered weekly
- Optional dry cleaning for tough soiling
- Simple invoicing system
- Long-term, local relationship

About Sincerity Apparelmaster, Matamata

100% locally owned and operated, Sincerity Apparelmaster provides workwear rental, commercial laundry and dry cleaning throughout the Central North Island.

Sincerity purchases workwear, towels, mats and other items and hires them to businesses with a comprehensive, affordable package including:

- A full range of overalls, workwear and food industry garments
- Professional laundry, clothing alterations and repairs
- Emblems and customised work shirts
- Hire mats, washrooms products and sanitary disposal units.

Sincerity provides fully-integrated customer service and support including guaranteed pick-up and delivery times - with no shortages.

NEW ZEALAND COVERED AT WORK

✉ sincerity@xtra.co.nz

☎ 07 888 8696