



SUPERIOR BUSINESS SOLUTIONS

Supporting the Corporate Brand

Beta Design

I N N O V A T I O N S

The Situation

Casual dress policies are growing greatly in popularity with professional firms across the country. Studies have shown that such a policy can increase employee morale and productivity.

Many companies have gone a step further and offered employees customized clothing bearing the company name and logo. In addition to building team spirit and loyalty, corporate clothing can set a clear example for what constitutes appropriate casual attire.

Beta Design Group, an architectural firm in Grand Rapids, Michigan, wished to make such clothing available to its employees, but was hesitant due to the risks and hassle involved.

Normally, such clothing requires large-quantity orders, and the organization can be overwhelmed in trying to inventory a variety of sizes, styles, and colors. And with this system items can go unsold and represent a loss when a company name or logo change makes them obsolete.

The Superior Business Solution

So Beta Design Group instead looked to Superior Business Solutions. Superior offered the opportunity to order a wide variety of customized items, including fleece jackets, polo shirts, denim button-downs, windbreakers, and more—with NO restriction on order size. “Beta Wear”—as the grouping came to be called—is supplied upon demand, eliminating any risk to the company and any need to store quantities of clothing.

Superior Business Solutions created a special customized “Beta Wear” catalog, featuring only the items that Beta Design wished to offer its employees. The catalog clearly presents the style, size, and color options available. But since it, too, is printed “as needed” it is very simple to drop, add, or replace available items on short notice. Ordering via e-mail makes the whole process even faster and easier.



Supporting the Corporate Brand

The Result

The Beta Wear program has been a big success at Beta Design Group. "Beta Wear is very popular at my company. Employees wear the shirts and sweaters in our corporate casual work environment as well as outside of the office," said Carrie Brovont, office manager.

Brovont gives high marks to Superior, as well. "Superior Business Solutions is very easy to deal with, and they are accommodating when we have questions about products or our order," she said. "Turn around time has been excellent, as well."



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