

THE CLIENT

Howdens Joinery provide trade customers with kitchens, joinery, and hardware products, which are available from stock at depots across the UK, France, and Belgium. Starting with just 14 depots, Howdens now have over 750 locations, and in 2020, the Mintel group named Howdens as the UK's number one supplier of trade kitchens.

THE CHALLENGE

Howdens launched a new brand, and with 8000+ staff members across 750 locations, unifying their corporate identity with this new brand posed a challenge. Howdens wanted to consolidate their Workwear offering, unify their corporate identity, and propose a cost-effective solution to their depot network.

Howdens began accommodating solutions from potential vendors, Safpro were involved in this process following a recommendation by Speedy Hire, a leading provider of tools and equipment hire in the UK.

THE SAFPRO APPROACH

Safpro evaluated the current garments that were part of their Workwear range. Through Safpro's experience and connections to multiple Workwear manufacturers, we submitted various samples and went through an extensive approval process including feedback from Howden's end users in wide-ranging job roles.

We consolidated the offering to a range of 10 to 15 garments and worked in partnership with the Howden's marketing team to ensure that they aligned with the new Howdens brand.

THE RESULT

18,000 garments were supplied as part of the uniform roll-out within a 2-month period! We were grateful to receive the following testimonials from 2 of the key project stakeholders.



"Thank you for the time, effort, and attention to detail you've demonstrated during the tender process and roll out. My observations are that you have a very strong business model with keen and knowledgeable staff. After a decade in procurement, I can honestly say the calibre of account management you have is excellent."

Indirect Procurement Member

"We selected Safpro as our preferred workwear provider following a robust tender process. Despite several last-minute changes to the project scope, they delivered on all aspects of their implementation plan and service roll-out. The quality of their garments and the branding meet our exacting requirements. I would have no hesitation in recommending Safpro to other companies."

Indirect Procurement Manager