



# UNIFORMLY HEROIC

Far from being generic, off-the-rack workwear, CK Hutchison uniforms enable our team members to work in the world's harshest environments and face the world's most demanding shoppers. And they do it in style.

**T**he Group takes uniforms seriously. Staff know that no expense has been spared in making sure they have the uniform that enables them to arrive on the job with confidence in themselves and their colleagues. That confidence is felt by clients who know they are in the hands of not just employees, but professionals they can trust.

## EXTREME ADVENTURERS

Those working in infrastructure and energy businesses face physical challenges with an element of risk on a day-to-day basis. Their work is precise and their uniforms must be manufactured to top standards to provide the highest level of protection from extreme events.

The uniforms these technical specialists trust with their lives are known as personal protective equipment (PPE). PPE is made to extraordinary specifications for maximum reliability for staff working with high voltage equipment or in extreme weather conditions.

The protective clothing of the different energy companies within the Group shares many similarities. Their gear provides protection in the event of an arc flash, a type of electrical explosion resulting from a misconnection between a voltage source

and a low-voltage vector (such as the Earth). The safety jacket for The Hongkong Electric Company Limited staff, for example, can withstand a temperature of 950°C for eight seconds, in the rare event of an arc flash occurring while operating on a live 11kV withdrawable switchgear.

Uniforms are all tailored to specific work environments and must address comfort issues. The demanding nature of the work means that any distractions caused by uncomfortable clothing could be fatal. That comfort doesn't come at the cost of utility, but enhances it. Special zippers allow ease of wearability without compromising protection performance. The UK Power Networks' uniforms come in hot, cold and wet weather versions for comfort, and the custom-made helmets and gloves offer protection against arc flashes and even molten metal.

Canadian Husky Energy Inc requires that all employees who work outside of an office environment wear protective clothing. In its field offices around the globe, coveralls – including cold weather varieties – are part of the standard kit and worn over other clothing to protect workers from a variety of conditions.

Offshore workers face tough weather on the SeaRose FPSO, a floating, production, storage and offloading vessel located 350

kilometres out in the harsh North Atlantic Ocean. Workers wear flight suits featuring cold water protection and watertight integrity when getting to and from the SeaRose FPSO by helicopter.

When working in such remote locations, the workers on the vessel can't expect rapid response from traditional emergency services, so are cross-trained to respond to a variety of incidents. The arc flash protection wear, nicknamed the 'moon suit', is worn by the offshore electrical team while the fire response team relies on fire kit manufactured to the same standard that firefighters across Canada wear. There is even an immersion suit ready for action, but which most workers will never have to wear, except in practice drills. It's the emergency-only suit for a full evacuation into the ocean in the event of a major disaster.

## FUNCTIONnFASHION

If the A S Watson Group (ASW) is a stage, then all its staff are players. As CK Hutchison's retail arm, ASW hosts a sensational variety of brands and uniforms in stores across the globe that engender trust in shoppers and convey the professionalism expected of all its staff.

Different brands have different focuses and so do their uniforms. Uniforms must inspire confidence in customers who are placing



Hongkong International Terminals



UK Power Networks



Watsons

'Professional' doesn't mean you can't be stylish as well. Watsons' beauty ambassador outfit delivers on both counts - with flair!



SA Power Networks



Safety features and comfort are top priorities for engineering professionals' uniforms.

their trust in those selling both perishable and durable products. Moreover, the retail experience should be fun, so uniforms also need to communicate vibrancy and energy. Staff feel it when they suit up and this is conveyed to the shoppers. A staff member in uniform is a staff member in character, feeling their role. Customers feel it too.

Shoppers also want to know who they can trust with their specific needs at that moment and uniforms help them. When a customer walks into a Watsons in Asia, they can tell who they are dealing with by the message communicated by the uniforms. The pharmacists look suitably 'medical' in their white, lab-coat inspired uniforms that tell you they are there to take care of your health. In the same venue, stylishly attired beauty ambassadors have a little flair added to their outfits. Subtle touches, like a waist-level pocket with detailing, display the tools of their trade in a manner that inspires confidence in their level of organisation and expertise.

PARKnSHOP, the retail group's leading supermarket chain in Hong Kong, also has uniforms for its staff according to their duties, for example, cashier staff, store service staff, meat cutters, and more. Fresh food counter staff are required to

wear name badges identifying them as a 'Qualified Fresh Food Handler' that has undergone training and health examination, another contributor to customer confidence and assurance.

Functionality is not forgotten. All meat cutters have gloves made of metal mesh to protect them when chopping food, while operators in the brand's food laboratory have lab coats. They not only have to be good at their jobs, but also carry a sense of professionalism that is reinforced among colleagues through action - and the uniforms. PARKnSHOP's frozen food warehouse workers must wear freezer suits, which is particularly important in places like Hong Kong where the difference in temperature inside and outside the warehouse could be huge.

Workers in bottled beverage manufacturer A S Watson Industries' warehouses are freed from the inconvenience of wearing safety jackets on top of their uniforms following the introduction of uniforms which now have light-reflective patterns built in. Even the Watson's Water carboy promoters wear windcheaters made of recycled materials to emphasise the brand's green image - a prime example of combining green initiatives with a marketing strategy.

The choice of colour and style in design is vital; it must connect directly to brands. Examples include: pink and blue-green for Drogas in the Baltics; pink and black for ICI Paris XL in Belgium; red for Kruidvat in the Netherlands; and purple and black for Marionnaud in France. Management consult with staff, a vital part of the design process. Frontline staff who will actually wear the uniforms make suggestions and have a significant influence over the final choices. Uniforms are refreshed every four to five years to ensure they are as up to date as the organisation's discerning clientele. Staff step out on the fashion-conscious stage of European retail to proudly represent the finest that Europe has to offer in health and beauty.

**The committed experts in CK Hutchison have their professionalism in their hearts - and their uniforms show it.**



Extreme weather and work conditions demand rigorously well-crafted uniforms for maximum protection.



Hongkong Electric

**THE PROUDEST ON EARTH**

Enhancing staff esteem is vital in delivering exceptional customer service. This is embedded in the Group's uniforms which deliver a message to match the nature of the type of customer care expected by clients. Employees who are proud of their work take pride in their appearance, and so on, in a virtuous circle that is felt by management, staff and clients.

Customers who require technical assistance from the Northern Gas Networks in the UK are impressed when the emergency response engineer arrives in his or her smart uniform – a light-blue shirt with a dark-blue tie. Those who have to roll up their sleeves and get out their tools have their own stylish yet functional long-sleeved polo shirt uniform. Customers are suitably impressed when presented with engineers in steel-toe boots or shoes for safety and non-slip shoe covers made of plastic to avoid tracking dirt through clients' homes. Both exude professionalism and clients feel they can trust these experts in their most personal space – their homes.

Northern Gas Networks' engineers are also given practical and presentable cargo work trousers, waterproof jackets and safety vests with coloured trim matching the company's corporate colours. The kit is delivered in kitbags to encourage those who wear the uniforms to keep workwear clean.

Hongkong International Terminals staff working at the port in Hong Kong even have their names embroidered in their uniforms, lending to a sense of pride. With reflective strips also built into the uniforms to improve visibility, staff know their colleagues are looking out for them, even from the lofty perch of a container-moving crane. Input from staff via internal contests and suggestions have resulted in the women's uniforms having a two-piece design for more convenience, and everyone enjoying appropriate materials for working in the sweltering Hong Kong summers.

Frontline workers dealing with customers have different needs. Across the Irish Sea, 3 Ireland staff wear t-shirts or shirts in either blue, white or pink, with khaki



Husky Energy



Kruidvat



3 UK



Smart outfits build self-esteem among staff and enhance customer confidence.

trousers and Converse shoes to provide a more colourful and energetic experience for customers, in line with the style of the Irish mobile operator's staff demographics. This again helps staff feel more comfortable when dealing with customers.

The committed experts in ports, retail, telecoms, infrastructure, energy and more that work with CK Hutchison have their professionalism in their hearts - and their uniforms show it. Management care and the staff's contribution ensure the uniforms are both functional and comfortable, and generate pride in the company and the work done. When clients around the world see a CK Hutchison uniform, they know they can trust the people wearing it - the professionalism is on both the inside and the outside. □

