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## Keeping the team fresh, smart & on-brand at AA Auto Centre

The days of the local mechanic in grimy overalls are well and truly over at AA Auto Centre New Plymouth, thanks to smart workwear managed by Apparelmaster.

Darren and Michelle Erb have owned and run the local AA Auto Centre franchise in Courtenay Street, New Plymouth for 16 years. Over that time they've grown the business by focusing on what they're best at: top-notch vehicle servicing, WoF inspections and mechanical repairs. When it comes to staff uniforms, they've handed that over to the experts at Apparelmaster.

"Michelle and I have a clean shirt policy," explains Darren. "Obviously the AA brand is huge and well-respected in New Zealand. We want to uphold the values of the brand, and the uniforms are part of that."

"If the guys get dirty in the workshop, we expect them to change. Apparelmaster makes sure we always have enough clean shirts on hand – it's an easy, no-hassle service."

### New staff sorted quickly

Darren and Michelle rent their workwear from Apparelmaster. This means the capital outlay is spread over years and when new mechanics join the team they don't have to worry about sourcing and customising uniforms.

"When we get new staff, Apparelmaster comes in to size them up and we have new shirts with logos ready to go in a couple of days," says Michelle.



### Constant supply of clean shirts

Once a week, the Apparelmaster van drops in to AA Auto Centre to pick up the discarded oily shirts and replace them with clean ones. Because all uniforms are personalised and sized individually, this involves making sure each team member has ample fresh shirts and trousers on hand to last a week.

They also make sure the site is spic and span, cleaning mats in reception and office areas and providing clean cabinet roller towels.

### Sophisticated tracking, simple billing

Brad Craig, Sales and Marketing Manager at La Nuova Apparelmaster in Taranaki, says they aim to keep invoicing as simple as possible – and he frequently gets positive customer feedback about the paperwork.

"We send out one monthly invoice, where it's all really clearly set out. It's one of our key strengths and people appreciate that."

Every single Apparelmaster garment is barcoded and tracked as it goes through the process. They are scanned in and out of the laundry, so at any time they can pinpoint each item exactly. "We can be very accurate when clients have questions," says Brad.

Michelle agrees. "At the end of the month we just marry up the dockets and it always matches. We've never had a problem – it couldn't be easier."





## Local relationships

Although they're wearing a national logo, the local relationship is important to Darren and Michelle.

"We have a good relationship with the Apparelmaster guys here in New Plymouth. We're part of the community and that's reflected in the way we do business," says Darren.

According to Brad, the local aspect enables closer ties and better customer service. "After 16 years we've gotten to know AA Auto Centre well, and understand their business. And being local means we're always on hand to sort issues if they need us."

## Smoothly rebranded with modern look

When AA recently rebranded across all its franchises it was a major undertaking for Michelle and Darren – requiring colours and logos to be updated across signage, stationery, vehicles – and uniforms.

"Apparelmaster made it really easy," says Michelle.

Shirts were switched out to a simple black, with the updated logo on the breast along with a personalised name tag – a customer-friendly touch Michelle sees as particularly important.

According to Brad, the re-branding exercise starts by sitting down with clients to understand their requirements and new brand guidelines – critical for a recognisable brand like AA Auto Centre.

Apparelmaster orders logo emblems, sews them onto the agreed garments, and the new look is good to go.

"We can source quality garments pretty quickly. With AA Auto Centre it took us around three weeks to design and roll out their rebranded uniforms."



"We have fresh uniforms on hand and the guys always look smart. What Apparelmaster brings our business is a clean, professional look every day."

Michelle Erb,  
AA Auto Centre  
New Plymouth

## Apparelmaster's service to AA Auto Centre

- Workwear, mats and roller towels rented
- Uniforms replaced and laundered weekly
- Dry cleaning an option for tough soiling
- Re-brand rolled out over a few weeks
- Simple invoicing system
- Long-term, local relationship

## About Apparelmaster

Apparelmaster provides New Zealand companies with fully managed workwear rental, commercial laundry and dry cleaning services.

We purchase workwear, towels, mats, and other items, hiring them to businesses at competitive rates.

Affordable packages include:

- 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.

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

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