



CASE STUDY

BLUE BELL'S SWEET SUCCESS

See how Red Kap's uniform solution for the Blue Bell Route Sales team served up endless scoops of comfort, image and success.



CLIENT INTRODUCTION

Blue Bell was founded in 1907 by a group of local merchants in Brenham, Texas who decided to turn excess cream brought in by area farmers into butter. Just a few years later, the creamery began making its iconic ice cream. Fast forward 116 years and Blue Bell now services parts of 23 states and continues to make the best ice cream in the country.

BLUE BELL'S NEEDS

Finding a uniform program that can distribute a wide range of uniform needs consistently, accurately, and on time to over 800+ employees across 23 states was a huge task for Blue Bell - from varying needs, sizes, customization, and more. They were searching for an efficient solution to their uniform program while continuing to manage their day-to-day responsibilities. It was vital for a known brand like Blue Bell that every uniform was the same color and quality – ensuring a professional brand image across their sales territory.

RED KAP'S SOLUTION

Blue Bell was referred to Red Kap through one of its previous long-time employees. After performing a needs analysis, the Red Kap team partnered with one of its trusted distributors, Wayne Enterprises, to propose a custom uniform program that would streamline their employee uniform program and ensure a consistent positive representation of its brand across its employees.

Blue Bell made the decision to move forward and after an initial wear trial, the program was up and running within 3 months.

RESULTS

- 800+ happy employees
- Zero out-of-stocks
- 99% service level
- A partnership that's running **4-years strong**
- **Custom Blue Bell uniform website** that can be accessed 24/7



“ We want our people to represent a trustworthy brand, and Red Kap helps us do that. ”
— Lauren, Public Relations Manager



“ You feel a little like a celebrity delivering ice cream with the Blue Bell uniform on. ”
— Jason, Route Sales Representative

