

# Dressed to impress

**THE NETHERLANDS** What is the well-dressed technician of today wearing? What are the latest fashion and safety accessories? Join us on the catwalk in trendy downtown Amsterdam.

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**T**here was a wave of excitement in late May at Nuon's Amsterdam headquarters, the venue for an exclusive fashion shoot of Vattenfall's latest workwear. The new line of clothes will be rolled out to 22,000 Vattenfall employees this year. The Netherlands is the first lucky country to wear the exclusive line and 8,000 to 10,000 items have found their way into Nuon workers' wardrobes. Germany and Sweden will follow when individual replacement is needed.

**ALL ABOUT COMFORT AND SAFETY**

Mark Heise, Category Manager Sourcing Heat at Purchasing and the project leader, sums up Vattenfall's thinking when it comes to the new concept: "Our colleagues out in the field have to walk around in their protective clothes for eight hours. They need to be protected and feel good, and if they look great that's a huge boost to their morale and the company image!"

The unique, restyled line incorporates the highest comfort and safety standards according to risk assessments. It includes a variety of parkas, jackets, trousers, and American overalls. The trendy Vattenfall T-shirts, polo shirts and sweaters are always at the height of style and will remain unchanged. Kitting out so many people is a major operation. Each item requires around three square metres of fabric, which equals 22 football pitches to clothe Vattenfall's three major countries.



**Top:** Pre-shaped sleeves for extra comfort.  
**Middle:** High-visibility strips for safe working in dark environments.  
**Bottom:** The new clothing meets all the latest safety requirements.

"From the start, we wanted to develop our workwear from a lean industrial design into modern, fashionable, state-of-the-art workwear," Heise explains. "To get input, we benchmarked similar companies and set up survey groups in all our countries, asking them about their specific needs. Prototypes were shown in European capitals, which got us important feedback from 200 colleagues".

It was cross-country cooperation and synergy put to practice, and some of the feedback prompted Heise and his team to produce a special women's line.

Heise continues: "We also got some more practical input, like our Swedish colleagues getting their Kevlar lined ruler pocket, so their tools can't poke holes. The German Lignite colleagues wanted reflective strips to be better visible in their darker working environment, and the Dutch got a special pocket-in-pocket for their maintenance flashlights. This way, the new line combines fashion with practicality and safety. Our colleagues look good, feel great and excel. People say 'you are what you wear'. Well in that case, we're proud, stylish and full of energy!"

**Gema Isabel Musk**

Musk is a technician and works for Maintenance Electrical Control & Instrumentation in Velsen.

**“It’s great having comfortable clothes that fit snugly and don’t sag. I sometimes tripped in the old clothes because they were three sizes too large. I am happy that a nice fit and safety aspects are combined into a great looking outfit!”**





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**René Schadé**

Schadé is a legislation and regulations expert at Nuon. He's used to being in the spotlight as he performs as a singer and guitarist in his spare time.

**"It's nice to wear something to work that is safe and practical, but is fashionable too. And it projects a great image for the company."**