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## Build Connections with Visible Branding

By Lands' End



High quality, branded apparel helps reinforce your organization's image and strengthen connections with your employees, customers and the broader community.

Passkey Partner Lands' End is a premier provider of logo-bearing apparel and other promotional items, dedicated to reinforcing and strengthening its clients' brands. "Logo wear," as it's popularly called, does far more.

"Like sports team uniforms, logo wear helps develop a sense of group pride and inclusion among employees, really connecting them to their employer," says Tony Varao, a regional business development manager dedicated to Farm Credit. "It also makes it easy for employees to choose their daily work clothes, a simplification many appreciate."

According to Tony, studies have found that employee morale goes up when they're offered logo wear, which is enhanced even further by the Lands' End ordering system that empowers employees to shop for their individual preferences within each company's approved style and color selections.

AgChoice Farm Credit and MidAtlantic Farm Credit have taken advantage of this ordering system as they prepare to merge this summer under the name Horizon Farm Credit. The organizations ran an "apparel swap" to encourage their teams to turn in legacy association apparel in exchange for certificates redeemable on the new Horizon Farm Credit Lands' End store front.

"Lands' End made the initiative seamless, building our store front, offering endless apparel options and sending e-certificates to each team member," says Brina Keim, SVP of Human Capital for Horizon Farm Credit. "It was a true win-win, and our team was able to order new branded apparel to help professionally launch Horizon Farm Credit with our members and in the marketplace."

Outside of the office, logo wear helps reinforce the organization's brand with customers and prospects through repeated exposure. And, especially given that many loan officers visit their customers at the farm or even across the kitchen table, high-quality logo wear underscores that customers are dealing with a reputable, professional organization. The resulting comfort level helps enhance their connection to the organization.

Similarly, superior logo wear has a positive impact in the community, building awareness of the organization's presence and pride.

"Seeing the Farm Credit logo when out and about helps build credibility over time, and if it's worn at a community event, demonstrates good corporate citizenship,"

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SVP OF HUMAN  
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FARM CREDIT

says Tony. "It can also encourage a prospective customer to reach out or engender a referral."

In addition to quality, Lands' End strives for inclusivity, offering sizes in many styles from XXS through 5XL. Sizing is consistent across items, so once a customer knows their size, all future ordering is simplified, and most items have complementary men's and women's cuts, each designed by fitting on real people. Moreover, Lands' End offers a 90 day return policy, even for embroidered items. ([Please see return policy for complete details.](#))

"We do a lot of work up front to make sure the logo and embroidery meet our clients' branding expectations and we're confident in the quality of our products, so we're comfortable empowering individual customers to return items that don't work for them," says Tony.

Lands' End is a Partner in the Passkey Program, offering you exclusive savings on their items and a customized approach to your ordering needs. For more information about ordering from Lands' End or setting up a custom company store to support employee ordering, contact [Tony Varao](#) at 508.728.6344.

### About Passkey

Powered by FCCS and backed by a 20-year track record, Passkey leverages the collective purchasing power of cooperatives, associations, public entities and industry groups to negotiate significant discounts with national partners.

Discounts include business service solutions as well as many personal discounts available to the employees and boards of participating organizations, from car rentals and vacations to telecom services and office supplies. With no cost to participate, we invite you to join the program.

For more information about Passkey, [visit our website](#) or contact [Heather Tseng](#), Passkey Sales and Marketing Director at 303.903.8544.