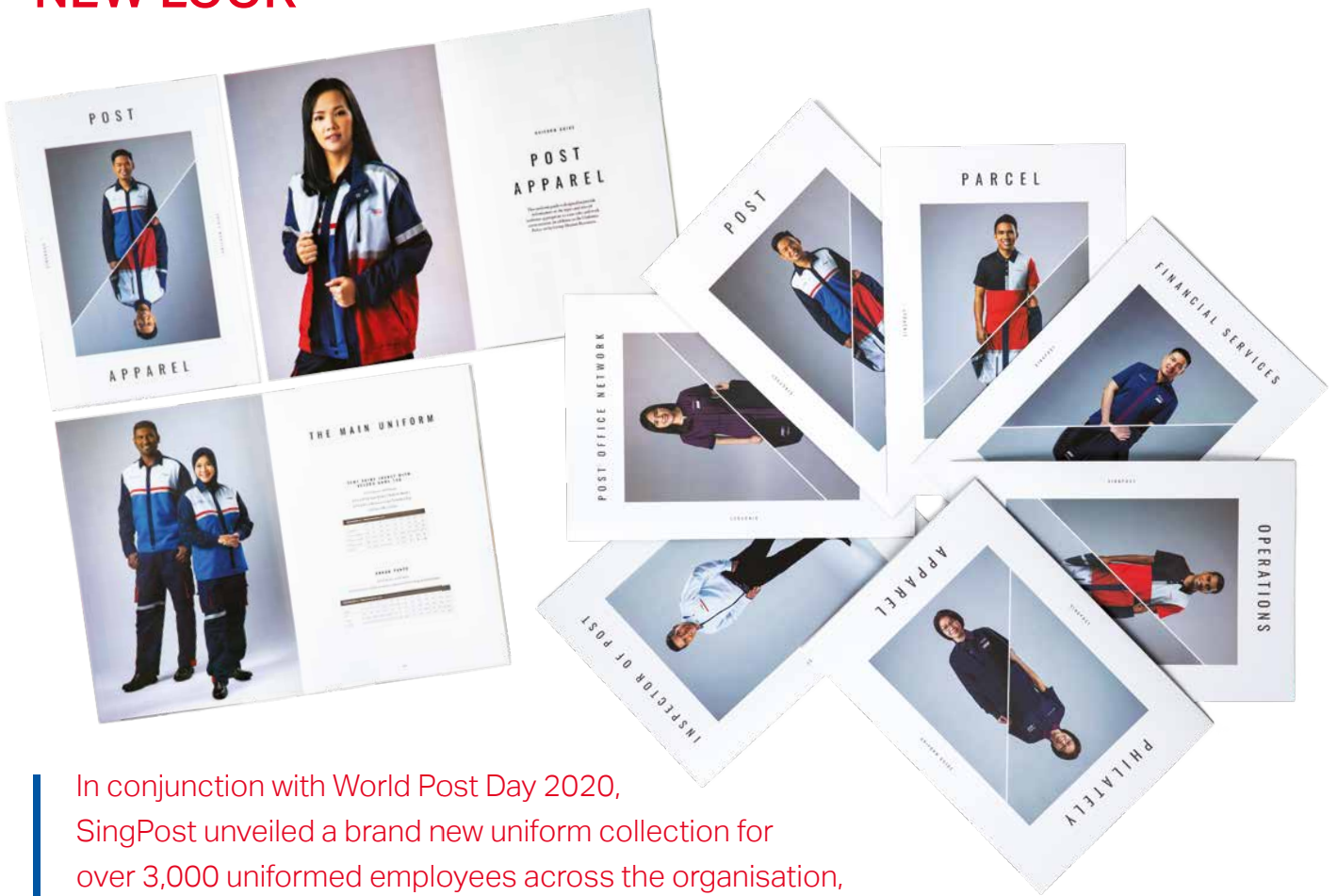


A BRAND NEW LOOK



In conjunction with World Post Day 2020, SingPost unveiled a brand new uniform collection for over 3,000 uniformed employees across the organisation, including postmen, Inspectors of Post, Speedpost parcel ambassadors, mail processing staff and other frontline team members.

It is the first full redesign of the entire suite of postal uniforms since 2011, in the final phase in a year-long refresh of SingPost's frontline image. The first phase of the uniform refresh was completed in 2019, when a new range of uniforms was rolled out for team members from the post offices, financial services, and philatelic stores.

The new look is streamlined to be bold, symbolic and unified, to present a modern and relevant take on the storied history behind Singapore's postal service, even as SingPost embarks on Singapore's urban transformation with its PostPal smart letterbox initiative and the job upskilling of the postman. The new uniform is also designed with safety in mind, featuring several prominent reflective strips as many of its employees are constantly on the road.



To create excitement, promote pride, and build team spirit among its uniformed employees, an internal campaign, *Work Smart Wear Smart*, was launched along with three short and catchy videos, three digital lookbooks and nine uniform guides.

The new uniforms were well received by both staff and members of public, with many applauding the new look as SingPost continues to forge ahead with its innovation and improvements in service quality.