

SingPost unveils new uniform for postmen featuring bolder colours, safety bands and ventilation flaps



SINGAPORE, 8 October 2020 – Residents will be greeted by postmen donning brand new uniforms from Friday, 9 October 2020. In conjunction with World Post Day, SingPost will launch new uniforms tomorrow for over 1,000 uniformed staff members across the company, including parcel ambassadors of its courier arm, Speedpost.

As a nod to SingPost's 163 years of history, the new uniforms feature its corporate colours – white, red and blue – in distinct blocks to create a more energetic feel. The new look is streamlined to be bold, symbolic and unified so as to present a modern and relevant take on the storied history of Singapore's postal service, even as SingPost embarks on Singapore's urban transformation with its Smart Letterbox initiative and the job upskilling of the postman.

This 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. In December 2019, SingPost unveiled a new uniform for its frontline service staff across all 56 post offices and the Philatelic Stores.

Over 10 different garments ranging from shirts, outerwear, aprons to headgear, were designed to form six different uniform sets for various job roles, including postmen, Inspector of Post, parcel ambassadors, mail processing staff and more.



Design and features

In consultation with its postmen, the uniform is designed to be both practical and contemporary, while still enabling our postal workforce to carry out their duties in comfort.

Made of polyester, viscose and cotton, the new uniform is breathable, comfortable yet robust, making it suitable for delivery work in Singapore's humid climate. A key feature of the uniform is the use of ventilation flaps with inner mesh on the back, to ensure that the postman remains cool and well-ventilated throughout the day as they go about their work outdoors.

The new uniform is also designed with safety in mind, featuring several prominent reflective strips as many of our postmen are constantly on the road (See Annex).

To protect the postal workforce against weather elements, each postman is also issued a lightweight windbreaker as well as a wet-weather suit, comprising a heavy-duty weather-proof jacket and pants.

Apart from postmen and postwomen, other operational teams were also issued brand-new uniforms, including Speedpost parcel ambassadors, postal workers within our processing facility and all operational supervisors. Temporary postal workers who do not wear uniforms will also receive a newly-designed apron for their use at work.

SingPost Group Chief Brand and Communications Officer, Robin Goh, said the new uniform was a mark in the new era for the company.

"This new look is an important milestone for us as we press on with the next lap in this Future of Post journey, representing the bold and bright vision that we want to achieve as a team. The use of strong colours is a deliberate choice in portraying our postal team as an energetic force, as we elevate our team and equip them with new skill sets towards the launch our Smart Letterbox.

"Most importantly, we want every single SingPost staff – from postmen, parcel ambassadors, post office ambassadors to processing facility team members – to feel a sense of pride when wearing their new uniforms," Mr Goh added.

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About Singapore Post Limited

For more than 160 years, Singapore Post (SingPost), as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore. Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

Annex – Key features of the new Postman uniform

Velcro name tags
Easy to put on, will not drop easily during work

Inner chest pocket

Reflective safety strips
Improves visibility of postmen while they are on the road

Adjustable Velcro strap



65% Polyester
35% Viscose
Key features:

- *Breathable material*
- *Light weight*
- *Doesn't crease easily*

Back of shirt: ventilation flaps
Ensure postmen stay cool and well-ventilated

Foldable sleeves to create a smart short-sleeve look

Side-seam pocket

Safety boots