




pants with purpose...

THE EXCLUSIVE TRIAL REVOLUTIONISING PERIOD PRODUCTS AS WORKWEAR & UNIFORM.



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period pants for work...

When it comes to achieving gender diversity in an organisation, what is worn underneath is just as important as what is worn on top. There has been a conscious effort to employ more women in the construction industry. Great steps forward have been made; however, the unseen aspects usually have the most significant impact.

One of these aspects is periods. If you are a person who has a period, you may not be persuaded into working in an industry where you are likely to struggle to get access to a bathroom. A person in construction needs to be on-site for 12 + hours and unable to access a bathroom where you can change your pad or tampon and return to work. This is where period pants come in.

Long-distance drivers, engineers, construction workers, and many other job roles wherein a person may be unable to access a bathroom for long stretches of time will inevitably be off-putting for people who have periods. If this is not addressed, then the likelihood of an organisation achieving its gender balance objective is low.

Providing colleagues with period pants is a powerful initiative to bridge gender inequality and create a gender-inclusive workplace. It means those individuals either in that role, or who have previously been unwilling to take on that role, can have a dignified period that doesn't affect their performance at work.



our partnership...

Hey Girls asked leading logistics company, Wincanton to take part in a world-first trial of period pants for their colleagues as part of their diversity initiative and social value strategy.

This trial, which was implemented during National Inclusion Week, was delivered in partnership with global distributor and long time partner of Hey Girls - Lyreco.

16 colleagues trialled Hey Girls period pants with invaluable feedback on the success;

"We'll be sharing the next steps on how we might consider adding these items to our procurement catalogue for inclusive work wear" - Wincanton



"Hey Girls mission and values align with our environment and social value commitment alongside our people strategy. So, we were delighted that they asked us to partner with Lyreco as part of this trial to be included in leading the way for periods in logistics!"

"We are thrilled to be purchasing period products for our colleagues, that also generate donations for local communities."

Scan for more details on the Wincanton x Hey Girls partnership.



Read on to learn more about period pants!



their feedback...



Hayley Rose
Warehouse Team Member

"It makes me feel seen, that I am not forgotten about, that my needs are being thought of."

We have women of all ages and stages of life with us now. If we can help them or at least some of them feel more comfortable and secure at certain times of the month, then that can only be a positive outcome.

In turn this support could have a positive effect on their work and may lead to not having time off work during their period."

"I wanted to take part as I am peri-menopausal. I still have periods, hot sweats, and time to time little accidents if I sneeze, laugh too much or have a coughing fit so I feel these pants can only be a positive help."

How many times have we all been caught short and we don't have any period products with us?! So, they are a very helpful piece of mind. These things combined make a huge difference to our health and wellbeing."

"It reassures me that I am working for the right company. Showing genuine interest in our wellbeing highlights commitment to our health and comfort, making me feel valued and supported."

This initiative demonstrates a strong commitment to sustainability, reflecting not only our dedication to making the company more environmentally responsible but also our concern for the wellbeing of our colleagues.

This involvement underscores how much we as a company value our people, considering their needs and wellbeing."

"I currently spend a significant amount on disposable pads, so the idea of saving money by investing in reusable options that I can wear repeatedly is fantastic. This trial offers a valuable opportunity to explore sustainable alternatives and make informed decisions about my purchases."

This experience has made me feel really positive because I know that pads and tampons will be available in case of an emergency."



Avni Solanki
Graduate Trainee Manager



Marta Fontoura
People Assistant

"I feel part of something revolutionary. All of it to improve the experience of our colleagues, to better support them or at the very least to make the difficult topics easier to talk about.

For a lot of our people where else are they going to have the opportunity to learn about this? The reality of it is that menstruation is still taboo.

This trial shows that the word can be said, and the topic can and should be spoken about. We are being supportive with healthier and sustainable options, and we are being considerate of everyone's experience."

"A lot of women deal with menstruation every month and every single experience is different from one another. The cheaper products we have available in the supermarket can be filled with chemicals that do not respect our body. The healthier option - for us and the environment is now being considered more and more. We need to put the word out there!

How awesome is it to say that you work for this company that is always adapting, always considering and looking for better alternatives?"

more words from the Wincanton team...

"In a male dominated industry this makes periods an acceptable and comfortable conversation. Instead of slipping your product up your sleeve and scurrying to the toilet, you can carry it confidently."

"I've found people are more open to conversations now, even male colleagues ask 'are they good products'. Who knew you could bond over periods?"

"We talk a lot about diversity and inclusion but it is so nice for an employer to show just how important it is to them."

"Having Hey Girls period products available at our sites makes me feel included, thought of and valued by the company."

"Period pants are great for the environment and cost efficient. There are a lot more women working in these environments now and it's a great way to feel comfortable at work all day."



"I think it is important that we consider the experience of every single colleague. Ensuring there are adaptations to our uniform, so during that time of the month we feel comfortable and be able to work with total piece of mind."

the impact we've made...

INCLUSIVE WORKWEAR

The first-hand testimonials shared by Wincanton colleagues evidences that colleagues feel considered and cared for, bolstering a positive and inclusive culture. Implementing period pants as uniform has the potential to increase the number of female colleagues applying for roles within male dominated industries – such as logistics.

THE NEED FOR THIS TRIAL

Many colleagues in logistics can face a long walk or drive to access the nearest bathrooms, and if they are relying on public restrooms, they may not always have access to period products. By providing people who have periods with reusable period products, they can feel more secure and comfortable at work wherever they are, and whatever job they are doing.

RETENTION & CONSIDERATION

When people are happy at work, they are 19% more productive. Feedback via this trial has proven that provision of free period products makes them feel valued, considered and in some cases even empowered!

ACCESSIBLE & EASY TO IMPLEMENT

Working with experts in the industry like Hey Girls makes initiatives like this easy to implement and accessible to all via efficient order methods and bespoke deliveries. Order directly from suppliers such as Lyreco or discuss a discreet 'home pack' service that can be executed online.

SUSTAINABLE BUSINESS

Period pants and reusable period products can be used as a method to reduce carbon footprint for businesses by cutting down on waste costs. This in turn can help organisations to address both ESG and CSR objectives.

COST EFFECTIVE

Period pants create long-term savings by reducing the need to buy disposable pads and tampons. Reusable period products cost up to 98% less than disposable ones over the product's lifetime. Pants specifically can be worn like regular underwear, meaning your colleagues can manage their periods with dignity.

£545

What the average period pant user saves over a 5 year period when switching from single-use products.

6x

Smaller carbon footprint compared to disposable pads.

4x

Smaller carbon footprint compared to disposable tampons.

13%

the number of female colleagues in logistics in 2020.

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For more information or to start an order, contact our team.

