



THE SCHOOLBAG

for the independent retailer



 Rowlinson®

Snowgoose 2 Reversible has arrived at last!



Well it took us a while to develop the product but we are pleased that we have finally got it right and are confident that our new reversible fleece will do everything that we (and indeed you) expect of it.

Launched this Autumn, this natural step forward in winter wear means that Rowlinson can now offer even more protection from the elements, whether it is worn in those chilly playgrounds or on other leisure activities this fleece will not disappoint.

Customers can now choose the option of the already established Snowgoose fleece or take the Snowgoose 2 reversible option which has all the inherent performance of its parent but now has a showerproof woven outer and a polar fleece inner. The garment is **completely reversible and offers warmth as well as protection from the weather.** It insulates by trapping air within the pile of the fabric but retains its lightweight properties. The woven ripstop outer ensures that it offers protection from rain showers.

As with all Rowlinson products it is **Oeko-Tex approved.** The garment has many styling attributes which include a fold away concealed hood in the collar, safety reflector ribbons across the back



and on pockets for high visibility in poor light conditions, storm flaps and a full length concealed hem zip which provides easy access for embroidery.

Available in: Black, Bottle, Maroon, Navy, Purple, Red and Royal it can be ordered plain from stock or embroidered with Rowlinson's speedy embroidery service. The hem zip means that it can be embroidered on the front or the back of the garment, so it is ideal for personalisation.





Woodbank Signatures Tipped for Success

We are happy to be increasing our offer on the specialised and personalised Schoolwear that forms the heart of our business and are launching our Woodbank Signatures range to the market this Autumn.

woodbank
Signatures ■■■■

Woodbank Signatures will provide the opportunity for retailers to offer “affordable specials” to their customers in polo shirts and sweatshirts.

Customers will be able to order polo shirts in any combination of Woodbank colours, so for example the collar, sleeve and body could be three different colours, thus allowing retailers the opportunity to offer “colour specials” on polo shirts to their schools.

In addition the range will include white polo shirts with tipped collars in 6 colours to allow for “house” personalisation, these will be available for pre-book orders from this December and from stock after Easter 2009.

“Customers will be able to order polo shirts in any combination of Woodbank colours, so for example the collar, sleeve and body could be three different colours”

The special sweatshirts will allow for mix and match full colour welts, cuffs or necks in any Woodbank stock (15 shades) colour combinations. They will be available in V or crew neck and as before ready for pre-book this December.

The final product in Woodbank will be the 50/50 Cotton Acrylic pullover. Special stripes will be available in the

V neck only (if required) and garments can be pre-booked this December or bought from stock after Easter 2009. As with the entire Rowlinson product range, all the new garments will be Oeko-Tex certified; they will have been produced in an ethical and responsible way, and are suitable for further personalisation with our speedy embroidery service. We are confident that our retailers will appreciate the diversity that the Woodbank range now offers them.

We will announce a second phase of the programme after Easter and this will include a further opportunity for retailers to strengthen specialist business with their schools at affordable prices.

TEAM TALK



From left to right: Chris, Andrea, Jayne and Ian



Ian Smith

We turn the spotlight onto our planning team the unsung heros at Rowlinson who keep it all flowing and under control.

A team of four headed up by Manager Ian Smith. Ian has in excess of twenty years service and has seen a thing or two in his time! Ian and his team implement the processes for the way that we handle our stock purchase and warehousing. As a team they plan everything by style, colour and size which includes every single item that we stock.

Working with Ian we have Jayne, our very own scientist, she has a degree in Biology and a keen interest in conservation work. She logs all orders when they arrive from the customer care team on "special" knitwear to make sure that we keep to our promised timescales. We offer a four week turnaround on specials (five weeks with embroidery) and this can be quite a challenge at back to school so it is particularly important that Jayne keeps it all on track. When not working she spends time at the gym and is somewhat of a film fan.

Then we have Andrea, who plans and sets up all the embroidery designs. With a background in graphic design, Andrea has responsibility for liaising with customers and the sales team on embroidery matters. She sets up the designs,

gets approval from the customer and processes the orders. She also provides valuable back up to the rest of the team and this year had control of our "emergency breakdown" scheme on embroidery for customers who had been let down by other suppliers. If you see a "leatherlad lady" leaving our premises it could be Andrea... she owns Lambrettas and a SV650 Kawasaki and spends much of her spare time on the road!

The newest member of the team is Chris Richards who has a background entrenched in the textile world. Originally training to be a lawyer Chris decided to start a new career in planning and joined Van Heusen in Taunton where he supervised the day to day planning of the production of one of the factories. He later did a stint at Bairdwear clothing suppliers to Marks and Spencers, then he spent 8 years working for two contract clothing companies who between them had factories across Europe and the Asian continent, and was responsible for moving systems and merchandising procedures to new factories.

Chris joined Rowlinson this summer and has specific responsibility for providing accurate

The price is right!

We have greatly **simplified our pricing policy** and we think that you will find the new charges much less complicated. This change is as a result of you telling us that our policy was confusing and time consuming for you to work out. We have taken heed of those concerns and the new system should benefit us all and make things much easier to calculate. We also thought that we should reward our customers who give us the most business so we have taken that into account.

We have therefore adopted a tiered system of pricing which is dependent on the amount of business that we do together. Our Sales Managers will explain the details to customers but essentially we will operate a tiered pricing structure and account support system. Quite simply, the more you spend with us the more you can expect from us in terms of price advantage and service levels.

"we have greatly simplified our pricing policy"

The new pricing structure is effective from 1st November 2008 and we have taken the decision to drop early settlement discounts for invoices raised after that date. Offers will apply only to accounts paid to terms.

planning information in order that production orders can be placed against customer demand. He also has responsibility for ISO 9001:2000 Quality systems and Health and Safety. His quite excellent IT skills will be fully utilised in the continuous update of our systems.

With a young son, Chris has put his previous football roaming habits on one side while he spends time with his family but he has the aspiration of taking his son to "the match" in the not too distant future!!

Felicitations!!



As with last year we are a little early with our Christmas greetings but we wanted to advise you that this year we will not be sending out cards again.

Increasingly we feel that we should not be sending out more paper than is necessary and we can do something useful with the money that we might have spent having a card produced and mailed.

We support Sunshine International which is a charity helping homeless children. Sunshine operates in Luxor in

Egypt. Currently caring for 75 children; the policy is to give love and a home to children that otherwise might face a desperate future, no child is ever turned away.

So we wish you all the very best for the festive season, we think that you will understand when you don't get a Christmas card and appreciate that as a company we wish to make a difference to the lives of these children.

If you would like to know more about Sunshine please visit www.sunshine-international.org.uk



Product news

Courtelle Smooth ®

We have rolled out our Courtelle Smooth range and you can now order small sized pullovers (24" upwards) from stock as well as the larger sizes. Cardigans have been added to the range and two new colours.

All Courtelle Smooth products are now available in black, navy, maroon and bottle.



Woodbank Polo shirt

There are four new colours available, these extra colours are: Amber, Jade, Emerald and Purple.

All available for pre-book and will be in stock from June 2009.

The new 2009/2010 brochure is now available.

The new brochure is now available for customers to order. Packed with new photography, product information and availability charts it will provide an essential guide to the expanding Rowlinson portfolio of products. The brochure can be personalised with stockist stickers for taking into schools.

For a copy please ring 0161 477 7791 or email info@rowlinson-knitwear.com

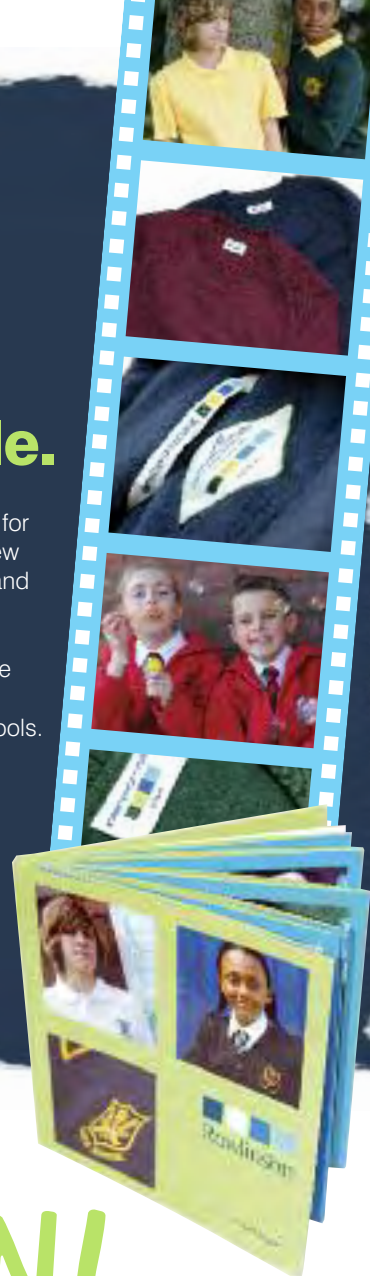
Important dates for pre-booking

18th Dec 2008

For pre-book price and forward dating on your invoice.

27th Feb 2009

If you want forward dating only.



WIN WIN WIN!

Relax with Rowlinson...

It has been a tough year but we wanted to offer two of our readers the chance to relax and take it easy, so we are offering two of the new Touch 8GB iPods in our competition this year.

If you fancy chilling out with an iPod please fill in the coupon, answer the question correctly, post back to us **before Friday 12th December** and we will pick 2 of the correct entries from our Christmas cracker and send them out in time for Christmas.

Question: What is the name of the new reversible fleece from Rowlinson??

YOUR ANSWER: _____
Name: _____
Shop/Company Name: _____
Address: _____
Postcode: _____ **Tel No:** _____
Email: _____



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Rowlinson Knitwear Limited

Woodbank Mills, Turncroft Lane, Stockport SK1 4AR. **Telephone:** 0161 477 7791 **Fax:** 0161 480 2083

Free Fax Orderline: 0800 072 0217. **Email:** info@rowlinson-knitwear.com **Web:** www.rowlinson-knitwear.com