

# TEAM TALK

We are gradually working our way around our teams and this month we are featuring Jeff Oliver who many of you will know from his work in Customer Care. Jeff has been with us just about a year and is currently helping out in sales while we recruit for our vacant position.

His career has been immersed in retail and with an impressive array of brand retailers under his belt he fully understands the sector. Jeff has worked for retail giants such as Curry's, Vodafone and B&Q. His experience has spanned sales, customer service, staff training and management of stores so he is

well qualified to provide the extra care that our customers deserve.

A bit of an adrenaline freak, Jeff likes a bit of a challenge in his spare time, and having abseiled down buildings and jumped out of planes for charity, he has now turned his energy to a huge test to try and help us raise funds for our company charity Clc Sargent ([www.clcsargent.org.uk](http://www.clcsargent.org.uk)) who care for children living with cancer and provide vital support for their families.

This autumn he will attempt the 3 Peaks challenge with three of his friends, they will arrive on the Saturday evening and tackle Ben



Jeff Oliver

Nevis, having dispensed with that peak they will travel overnight to Scafell Pike and climb it as dawn is breaking. Snowdon is next on the list

and they are hoping that by mid Sunday afternoon they will have completed the challenge and raised lots and lots of necessary funds for the charity.

We are all rooting for them, they have set up an [online sponsorship page on www.bmycharity.com/jeffoliverforclcsargent](http://www.bmycharity.com/jeffoliverforclcsargent) and should you wish to contribute to the cause Jeff and his friends would be very grateful to have your support.

## Christmas Cards and competitions



You won't want to be thinking about this yet but this is our last newsletter this year so we wanted to let you know that, as in recent years, we will not be sending out corporate Christmas cards this year. Instead we will be making a donation to our corporate charity Clc Sargent.

On the other hand we thought that we would offer you the opportunity to win one of four 'Merry Christmas' hampers full of festive favourites including Brandy Butter, Handmade Fudge, sublime Belgian chocolate truffles, Christmas Tea in a tin caddy (slightly spiced with cloves and orange – lovely!), chocolate chip shortbread, Dark chocolate with a hint of chilli chocolates, cranberry sauce, fruit cake, small Christmas pudding, paté and oatcakes, caramelise onion chutney, all presented in a red hamper box.

# WIN WIN WIN!

If you fancy winning one of these fantastic hampers please fill in the coupon, answer the question correctly, post back to us **before Monday 30th November** and we will pick four of the correct entries from our Christmas cracker and send them out in time for Christmas.

**Question: What is the name of the new Courtele offer from Rowlinson?**

YOUR ANSWER: \_\_\_\_\_

Name: \_\_\_\_\_

Shop/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Tel No: \_\_\_\_\_

Email: \_\_\_\_\_



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schoolwear for longer™

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# THE SCHOOLBAG

for the independent retailer



# More More More

**At Rowlinson we don't just make garments for Schoolwear. We create something far more important. It fires us up and has been our passion for some time now. We try to learn from our mistakes and earn the trust of our customers by giving more; we build it into everything that we do.**

It is equally important to us that we take a considered approach to the way that we do business. We are committed to promoting positive social, ethical and environmental change in our working and personal lives.

### More Focus

We embroider well in excess of one million pieces of school uniform each year – all to time with the fastest service in the market. We aim not to open new accounts in 2010, preferring instead to give our existing customers better service.

### More Responsible

We have a Charter which sets out our transparent approach to business. We care passionately about the world in which we live and we only choose partners who are morally sound and share our values. We communicate openly and honestly with our partners and all our products conform to Oeko-tex standards. We only use factories which are fully compliant with all health,

safety and child/labour regulations.

### More Investment

The Economy may be troubled, but we have consciously invested even more in people that care, in stock support, in quality improvements and in new IT systems for our business. We believe that these are the things which will make life easier for our customers during 2010 and we will not take shortcuts on service or people.

### More for the Community

We support the textile community in which we operate and are Patron members of The Schoolwear Association.

For the last few years we have been supporting the Sunshine charity in Egypt. The charity has built a home in Luxor for over 80 children who have been abandoned or orphaned.

In addition we have nominated Clc Sargent [www.clcsargent.org.uk](http://www.clcsargent.org.uk) as our company charity. Clc Sargent support children and their families through the



diagnosis and treatment for cancer and leukaemia.

We wish to make a positive impact on the lives of the children that are suffering.

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# Are you playing with us??



Rowlinson are delighted to be involved in The Schoolwear Association, as a patron and founder member we thought that this year we would like to sponsor the annual fundraising event to do our bit to help keep The Association running.

The work that the SA does is invaluable and this year more than ever we saw the media turning to it for comment on matters Schoolwear. It didn't stop the supermarkets taking their annual swipe at our

business, but our voice is getting louder and it means that we at last have an opportunity to try to put forward the other side of the debate.

In addition the political lobbying that the SA is involved in keeps our profile high in the circles who can influence policy.

The fundraiser this year is designed as a bit of a **wind down** on Sunday

18th October, the first night of The Schoolwear Show. Themed Casino Royale at the Marriott hotel near Solihull with fun gaming tables, auction and disco, it is hoped that by the time you read this, the event will have raised much needed funds for the SA and a good time will have been had by all.



For more information on the work of the SA and details on how to become a member please visit: [www.schoolwearassociation.co.uk](http://www.schoolwearassociation.co.uk)

## Signatures Update



You may be aware that we have taken the decision to drop our range of Signatures multi coloured polo shirts and sweatshirts with immediate effect. Our tipped polo shirt is not affected by this decision.

We were not altogether happy with our service levels in 2009 and we prefer to focus on our existing product ranges and levels of service. We have allocated the production capacity to our Woodbank sweatshirt line which was under pressure in 2009 due to high demand. We foresee that we will continue to need the extra production on Woodbank through 2010.

We appreciate that taking the Signatures garments out of the range is drastic action, but we feel that it is necessary, and we may consider possible re-entry to the market when we are satisfied that we can offer an excellent service on this range.

Please note that the tipped polo shirt range available in six colours is not affected since this is not a "bespoke" item; we carry large levels of stock available on our normal 24 hour delivery.

## Stock take... stock take...

It is that time of year again and we would like to advise you that we will be conducting our annual stock take at the beginning of November. We are also taking the opportunity to upgrade some of our IT systems while we are closed to make us more efficient.



We hope that this doesn't inconvenience you too much while we improve our systems, if you think it is likely that you will need to order over that period please can you bear these dates in mind and let us know in good time so that we can get stock out to you.

We realise that this may affect payment profiles so any goods dispatched 30th October will be invoiced as 5th November. Thank you.

Rowlinson

### PRODUCT NEWS!

- New shades of Woodbank Polo, closely matching the Woodbank Sweatshirts. Navy, Royal and Maroon now available!

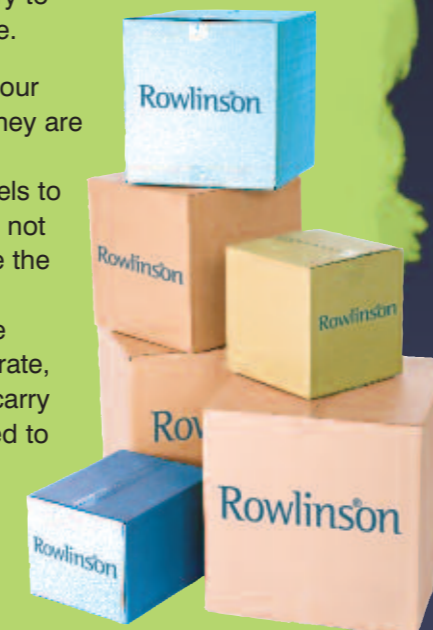
- At customer request we have shortened our Poloshirts in junior sizes - now easier to tuck in.

- New year will see a new Woodbank cardigan, with side seam pockets instead of patch pockets.

### Carriage issues

It has been a while since we put this one up but we have increased our minimum spend for carriage free delivery to £175 in goods value.

Under the terms of our contract with TNT they are only obliged to transport your parcels to your front door and not to carry them inside the premises. While we would hope that the driver would cooperate, they can refuse to carry parcels and we need to make you aware of that fact in case you need to arrange extra help on delivery days.



For further information please contact Customer Care on 0161 477 7791

# Soft handle knitwear Courtelle Cotton Mix

Rowlinson is proud to be extending its Courtelle offer and is adding Cotton Mix knitwear to its premier range. Made from a luxurious blend of 50% cotton and 50% acrylic, the new garment offers both comfort and durability for the wearer, for those who prefer a more natural approach it is a great alternative to a 100% acrylic sweater.

The garment is a lighterweight finer gauge than our current Courtelle and Supacryl knitwear, made of ring spun yarn it is available in Black, Navy, Bottle and Maroon in a narrow more fashionable V neck style.

The advantages of this garment are numerous, fully Oeko-Tex approved, not only can it be machine washed and tumble dried but its soft handle makes it ideal for wearing under a blazer. The natural fibre allows more breathability and provides warmth without weight, a sure fire winner requested by our customers we are delighted to launch it at The Schoolwear Show.

