

# PERFORMA® REBRAND

We're pleased to introduce our new look for Performa®. We hope you like the modern look we've designed, which reflects a premium range widely regarded as the go-to brand of choice for knitwear in the schoolwear market.

In the coming months, we'll introduce new neck labels and swing tickets for all Performa® garments. Performa® 50 and Performa® Cotton knitwear remain the same high quality garments you rely on, matched by our highly rated embroidery service and next-day delivery on plain from stock and stocked specials orders. Our exciting new Performa® 25 range will ship with the new branding.

PERFORMA®  
25

PERFORMA®  
50

PERFORMA®  
COTTON

PERFORMA®  
25

## ANNOUNCING PERFORMA® 25

Developed after extensive research and based on customer feedback, **Performa® 25 sets the new standard in comfort and fit.**

Exceptionally lightweight and fully fitted for day-long comfort, Performa® 25 garments offer the smarter, more refined look preferred by students, particularly underneath blazers and jackets. A single bed knit composed from our proven Performa® 50 yarn, Performa® 25 delivers all the inherent comfort of cotton, matched by durability and colour fastness.

Our approach to care provides the highest level of finish, giving you the confidence of selling a top quality, ethically manufactured garment. Unique in the schoolwear market, Performa® 25 comes with our enhanced Performa® branding, making it easy for your customers to spot the market leader in schoolwear.

### MAKE UP

Excellent colour retention  
Unique main body construction for ease of movement  
Snug fit hems, cuffs and neckline  
Saddle shoulder for a tailored silhouette and superior fit  
Lightweight, fully fashioned construction  
Standard 100 by OEKO-TEX® certified

### FABRIC

With its unique 50% cotton and 50% acrylic composition, Performa® 25 offers softness, a fitted style and extraordinary light handle. Garments are easy care with washing as low as 30° with a cool tumble dry.

### EMBROIDERY SERVICE

Rowlinson consistently offers the fastest embroidery service in the market, even during the busy back to school season.



## IMPROVING SERVICE LEVELS ON EMBROIDERY AND SPECIALS

Aiming to be better in everything we do, we're introducing improved service levels for embroidery and made-to-order special knitwear, helping you to respond to your customers more quickly.



From **15 October 2018**, we're offering a **3-day embroidery service** on plain from stock garments, except for during the busy back to school period.

Across our Performa® 25, Performa® 50 and Performa® Cotton ranges, we are also **introducing a faster 4-week service for made-to-order special knitwear.**

Finally, Rowlinson Courtelle® made-to-order specials FastTrack service will now be **available on a faster 3-week delivery.**



## OUR ETHICS

QUALITY AND ETHICS ARE VERY IMPORTANT TO US.

Every garment we produce meets our stringent quality control requirements to give a superior, longer-lasting uniform. Better still, we ensure that the skilled people who make Rowlinson garments work in safe and responsible environments. We believe that manufacturing ethically matters to our customers and the consumers who buy them.

As a member of the Ethical Trading Initiative, we take responsibility for improving the working conditions of the people who make our products, implementing the principles of the ETI base code. We hold an expectation that all our suppliers will also adopt and commit to the ETI base code.

All Performa® and Woodbank® Sweats garments are OEKO-TEX Standard 100 certified.

Rowlinson Knitwear is an accredited Living Wage employer.



## KEY DATES

### 2019 PRE-BOOK DEADLINES

	OPTION 1	OPTION 2	OPTION 3
ORDER PLACED BY	16TH NOVEMBER 2018	14TH DECEMBER 2018	14TH DECEMBER 2018
DESPATCHED BY	29TH MARCH 2019	31ST MAY 2019	15TH JULY 2019
PAYMENT DATE	10TH APRIL 2019	10TH JUNE 2019	10TH SEPTEMBER 2019

PERFORMA® 25 • STOCKED SPECIALS SERVICE

## ANNOUNCING STOCKED SPECIALS AND PERFORMA® 25

Improved service levels

Performa® rebrand

Our ethical approach

Key dates for you



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Company Registration Number: 1072854



Rowlinson®  
smarter for longer™  
EMPLOYEE OWNED

# READY FOR A GAME CHANGER?

We are delighted to announce the launch of our stocked specials service. Listening to your feedback and based on our own market research, we now hold stock of a number of special striped designs from our market-leading Performa® 50 and popular Rowlinson Courtelle® ranges, available for next day delivery from our UK warehouse.



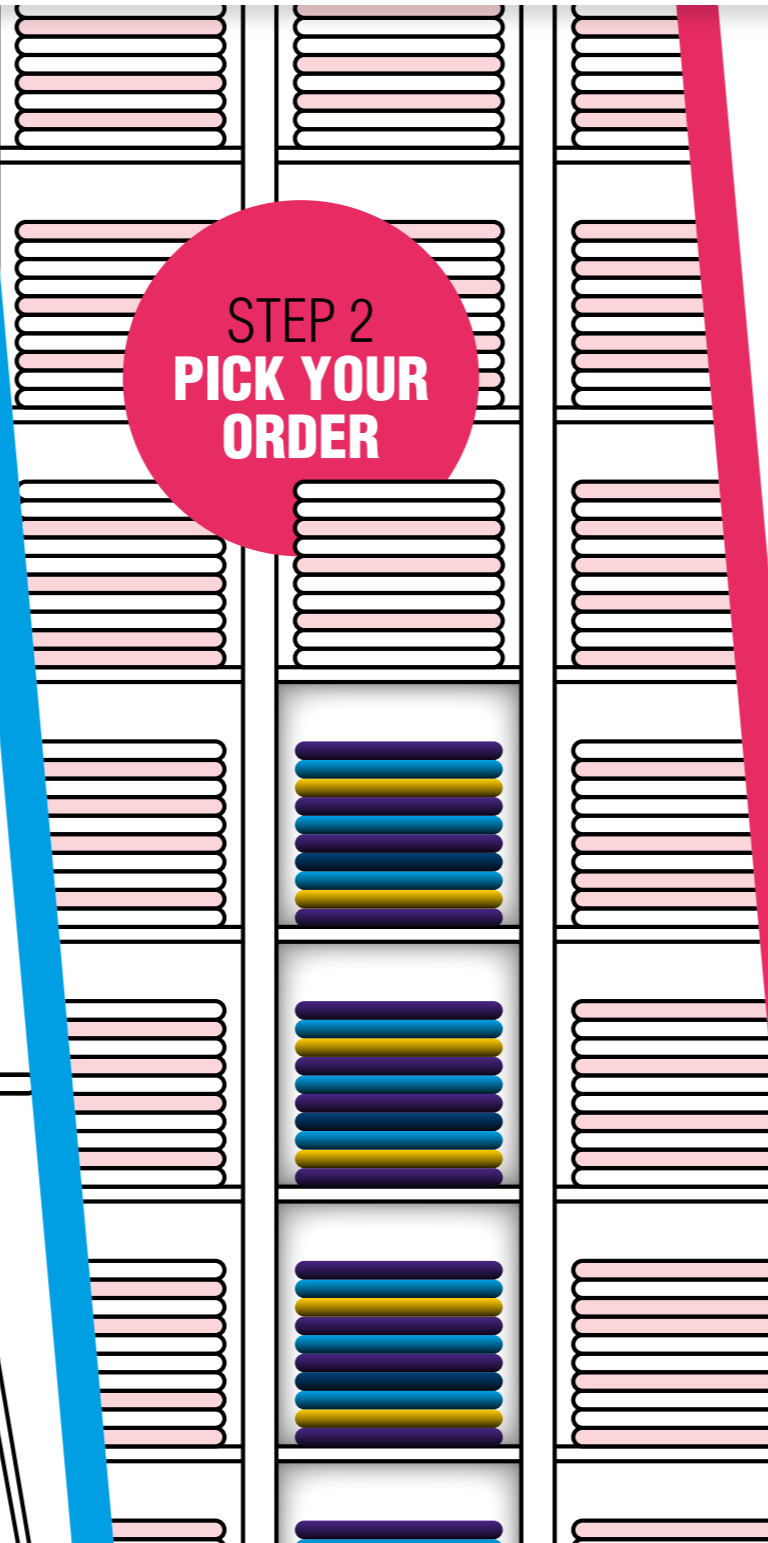
Our Stocked Specials swatch card provides full details of all available designs.

## INTRODUCING *STOCKED SPECIALS*

**STEP 1  
PLACE YOUR  
ORDER**



**STEP 2  
PICK YOUR  
ORDER**



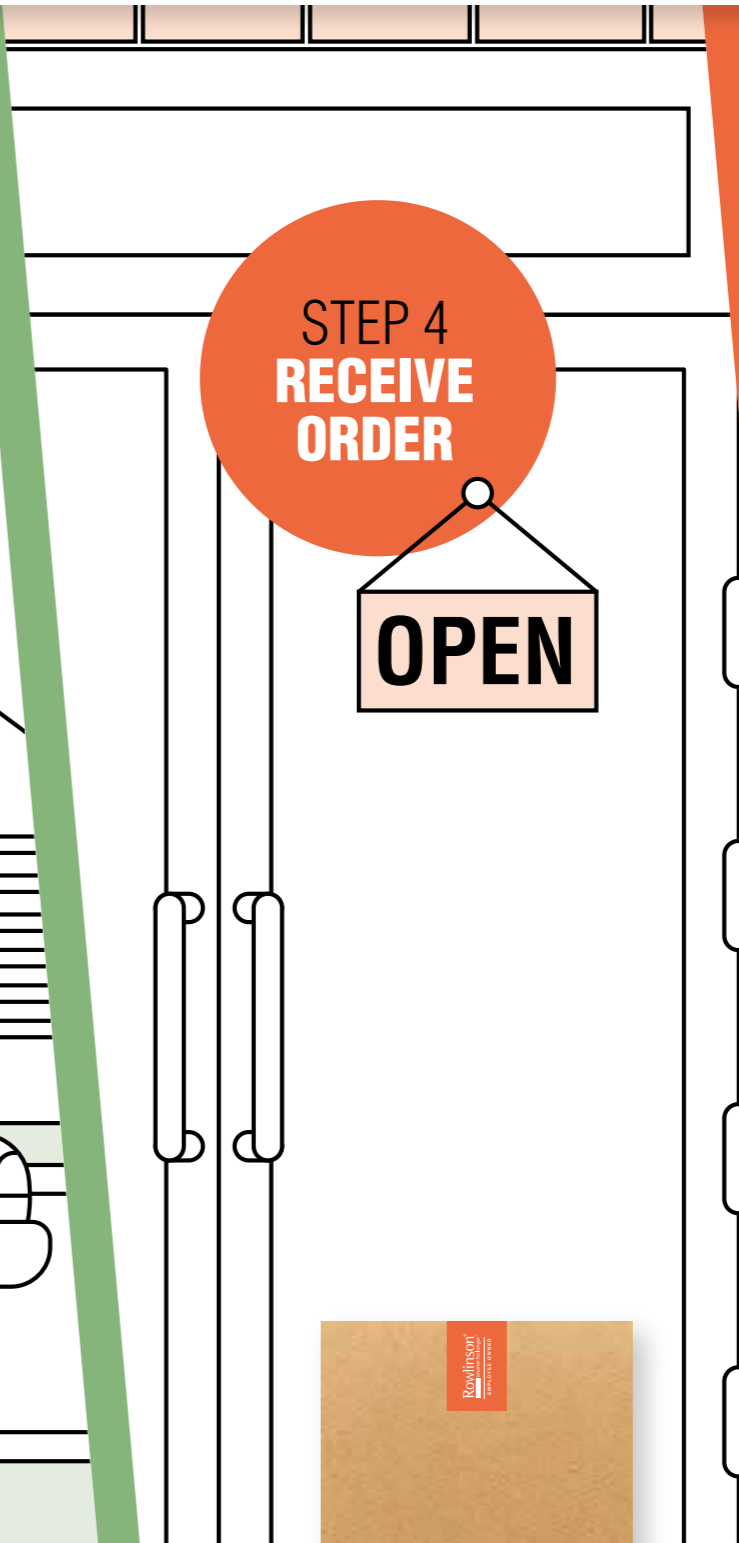
**...ORDER TO  
DELIVERY...**

**STEP 3  
DISPATCH  
ORDER**



**STEP 4  
RECEIVE  
ORDER**

**OPEN**



**...IN JUST  
24 HOURS!**

**STEP 5  
DELIGHTED  
CUSTOMER**



- ✓ Superfast delivery
- ✓ Ethical garments
- ✓ Smart
- ✓ Comfortable
- ✓ Long-lasting

### HELPING YOU WIN MORE BUSINESS

Our stocked specials service can help you win more business from schools. Now you can promote a special striped garment, with the confidence of receiving a sample garment the next day. No waiting for samples, faster order fulfillment and a better service to schools and parents means it's a win-win for everyone.

### LESS FINANCIAL RISK, MORE SPACE

Our stocked specials service means we hold a significant stock of specials ready for next day delivery to you, acting as your warehouse. This reduces your financial outlay but helps in a practical way, as we know many customers don't have the space to hold a large amount of stock, particularly during the busy Back to School season.

### NO MINIMUM ORDERS

We make it even easier to order garments as needed, with no minimum order requirements. Now you can order 1 or 100 special garments from the stocked special range and receive them the next day.

### BESPOKE FOR SCHOOLS, BETTER VALUE FOR YOU

With a range of striped garments available from stock, we can offer our stocked specials range at an attractive price, representing better value to you for a premium quality special garment.

### MEET INCREASED DEMAND FOR SPECIALS

As our stocked specials range is held in stock at our massive UK warehouse, you can respond quickly to increasing demand for specials, enabling you to fulfil your customers' special orders fast. In real terms, our stocked specials service reduces the delivery turnaround from 4-6 weeks to 1 day.