

## Printwear and Promotion Live NEC 28th February - 1st March

We are exhibiting at the NEC Hall 12 (stand P42) this spring and we would welcome the opportunity to talk to you then, and answer any questions that you might have about us.

## Team Talk

**Meet Leanne**, she joined us 2 years ago to do some project work and now helps our sales team by providing them with all the sales support that they need. She is the first port of call for our corporate customers helping correlate information and taking enquiries for that side of our business.

Leanne graduated from Nottingham Trent University in '97 with a degree in "Social Science" and joined Coca-Cola where she worked in a sales merchandiser role until 2001. She then joined Adidas in a sales capacity and spend the next eleven years working in sales and sales management roles.



## Our Products

**We produce four main knitwear products ideal for Corporatewear.** Each is differentiated by fibre and styling. All are available plain from stock in just 24 hours delivery to your door or they can be "bespoke" to your requirements with special striping or colours, and then we can embroider if you so wish. We operate small minimums of only 12 garments (3 per size) and can FastTrack samples and garments to you in record times. As well as traditional sweater styles we produce slipovers and cardigans. Our availability chart will tell you what style is available in what colour but briefly these are our brands.



**Performa Exec** a single bed knit which is 50% Cotton and 50% Acrylic, light soft and cool to wear. **Performa Cotton** a 100% Cotton fibre knitted and finished for softness and **Performa 50** which is a 50/50 blend of Cotton and Acrylic but in a double knit and offers the best of both worlds with its softness and durability.

Easy Care is inherent in everything we do, washing at 40° (or even 30° to be kinder to the environment) brings our garments back up like new for everyday wear. Our colour and shape retention is second to none and all garments are tested on our AQL.

Quality system so you can be assured that we have got the performance right!



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**Rowlinson®**  
smarter for longer™  
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# Corporate Brief

Corporatewear News

Welcome to our second newsletter!

**Rowlinson has been in business in the UK since 1935; we manufacture quality garments suitable for any kind of personalisation and corporate branding. We have our own warehouse and speedy embroidery facility here in the UK for quick response and we can deliver plain garments from stock in 24 hours direct to your door or with a speedy embroidery service in just a matter of days.**

### We wanted to tell you about some recent changes to the ownership of our business.

Our 80 year history has been as a family business, but in September 2015 we become owned by our employees via an employee ownership trust. This was a realisation of a long held ambition. We were started in 1935 by Wilfred Rowlinson and apart from a brief cessation during the war years, we have produced knitwear garments ever since. We have grown from 240 garments per week to some 40,000 now, nearly half of which we embroider and it is not just knitwear these days.

Essentially our employee trust now has the controlling interest in the business. You may be familiar with the John Lewis model where the shares are held in trust and the trust acts in the best interests of the business and employees. This is the model that we adopted.

In brief the benefits for the business are that it can never be sold, and the employees have a real say in how we run our company. They have the power to make important decisions and as a result will be able to engage with, and help make, the decisions that will move us forward.

For our customers we will focus on achieving better service, higher stock levels and of course long term stability. We will build a strong and

sustainable offer for the long term. Our aim is to improve in everything that we do, for our customers, our suppliers, and our people.

In addition we achieved our investors in People Gold award, and our Wellbeing Charter, which was the first one awarded to a company in Stockport.

2015 was a really strong year for us and we look forward being of help to you in 2016.



www.rowlinson-knitwear.com

## Performa Brand

Our Performa brand has been around for a few years now, but as we have added garments to the range it has expanded and we wanted to review the branding.

We recently rebranded the range with new tickets and labels which make it sit together cohesively as a brand family. The fresh colours are eye catching and will appear on all stock with immediate effect.



## Our people count...

Our mantra has always been to care about how we do business, this means that not only do we care about our ethical standards and how we interact with our suppliers and customers, but also how we care about each other.

**Coming to work might be a financial necessity but it should also be rewarding in other ways, and the relationships that we build with each other are important for our wellbeing and our sense of satisfaction at the end of a good days work!**

**We are very proud to say that our efforts have been recognised with two awards which mean a great deal to us.**

Firstly we have been awarded the Workplace Wellbeing Charter (<http://wellbeingcharter.org.uk>) and are the first company in Stockport to do so. By having ourselves assessed, benchmarked and accredited with "The Charter" we have committed a statement of intent towards the health, safety and wellbeing of the people who work with us. This encompasses both physical health and mental health, so for example we operate the "Cycle to Work" scheme, but we have also trained some of our staff to help in a more "pastoral" role. The Charter is national recognition of this fact.

Secondly we have been awarded Investors in People Gold Standard. We believe that only 7.5% of organisations in the UK carry this prestigious award. The assessment is rigorous but IIP have helped us to set ourselves goals and targets and we are pleased to have raised our game and met their requirements. There is always more to learn and achieve, and we will continue to monitor what we do, and will continue to aspire to the very best practice, not only in our industry, but indeed on a national standard.



## Performa Exec

We have recently launched a new product to the market which is ideal for the workplace.

**A durable 50/50 blend of Cotton and Acrylic this garment is light, cool, and engineered for the requirements of the corporate market.**

Not to be confused with our Performa 50 knitwear, "Exec" has a lightness of handle and touch which will make it a sure winner in the business and corporate arena. Companies choosing to personalise garments for their staff, can easily request specific stripes or embroidery and of course we can do bespoke colours on request.

Naturally, smartness and durability are key for garments which will undergo rigorous washing and wearing over the course of their working life, so easy care is built in with washing at 40 degrees or even 30 for environmental kindness.

The range is available currently plain from stock with 24 hour delivery in black and navy. We plan to introduce more colours later.

**For special bespoke striped garments minimum orders will be small at 12 (3 per size) and with quick deliveries. Or for larger bespoke colour orders please request details from our sales team on 0161 477 7791.**

