

THE SCHOOLBAG



Rowlinson®

for the independent retailer



Welcome to 2011

Farewell 2010

We don't know about you but we're glad to have put 2010 behind us; it was really difficult for lots of us in terms of coping with supply issues, delays and constant price hikes. We were also affected by the sudden death of Kevin Rowlinson our chairman in October who remains in our thoughts as we say farewell to 2010.

It Could Get Worse

We do sense that 2011 could be as difficult as we have seen record highs of raw material and yarn prices at the end of 2010 and many forecasters suggest supplies around the world could be even worse in 2011. We sense that cost and supply will remain volatile in the first half of the year.

The Rowlinson Outlook

We are already carrying much higher stocks than ever before much earlier. We have tried to anticipate where there may be increased demand. We promise that we will continue to buy further ahead to give the best service we can, we cannot promise to satisfy all orders because we are not fortune tellers and we are not sure how supply issues will affect other manufacturers and suppliers.

We also promise that our own staff will be at supplier locations throughout the world for each and every month from now to back to school to ensure we keep deliveries on track.

We are confident that we will have good stocks, especially for polo and knitwear as we have been buying much heavier much earlier. We are currently on track with our sweatshirt deliveries but are less able to be so confident until they are actually received in our warehouse.

Thank You

We really appreciate your continued support and are overwhelmed by your loyalty and our order book for 2011. On behalf of all my colleagues we thank you and hope to repay your support. We would like to wish all our customers a healthy and prosperous New Year.



Andrew McConnell
Director

In with the old!

We have listened

We have listened very carefully to what you had to say to us, verbally on the phone, on our sales visits, at the schoolwear show and from your responses to our annual customer satisfaction survey. You said we should get back to being the very best, in the way we take your calls, the way we process your orders, the information we give, the way we handle returns and the turnaround times. We also hear what you say about our products and our branding and we hope you will see the changes we are making in a positive way.



Customer care

On Monday 22nd November we reverted back to our old, tried and tested computer system. We now are able to process most orders straight away whilst you are on the phone and are able to give you immediate information on your order.



Cut-off times for orders

We are pleased that since the 22nd November we have processed all day to day orders received before 4pm and this will continue all through the year.

Information

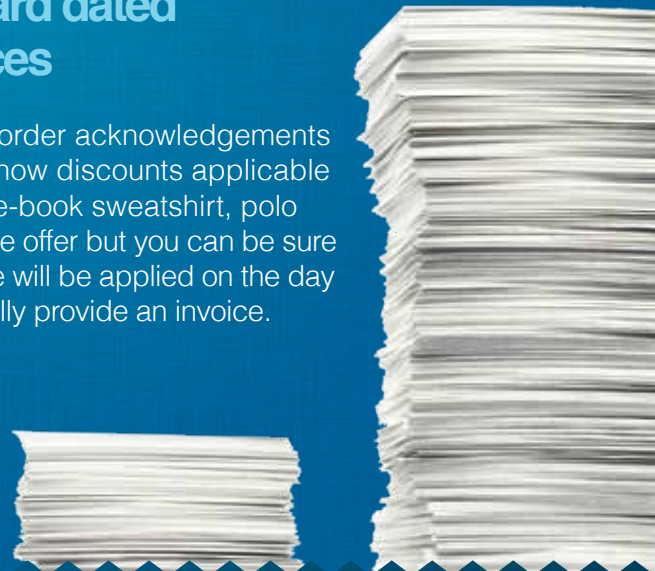
As a result of the change back to our old system you will start to receive information in the way you did before, the invoices, the statements and order acknowledgements.

Customer returns

We also recruited someone dedicated to customer returns, that also helps in our quality department, to give you better service, especially if you have any difficult customers. We will also be much faster in the way we respond to any queries you may have in this regard and our communications will be much more informative rather than standard letters.

Forward dated invoices

Forward order acknowledgements will not show discounts applicable to our pre-book sweatshirt, polo and fleece offer but you can be sure that these will be applied on the day we officially provide an invoice.



In with the new!

Key product enhancements

We have made some minor changes to products to meet the suggestions you have made to us in the past year or so. We are always pleased to hear your views.



Snowgoose 2

We have improved the Snowgoose reversible jacket by applying better reflectors and also by changing the design of the hood. Many of you will have already seen this improvement as new stocks filter through.



Polo shirt

We have a new size specification for age sizes 3 to 4, 5 to 6 and 7 to 8 on both Woodbank and Performa polo shirts. Lengths have been shortened slightly in line with customer feedback.

Courtelle classic

We have been delighted by your response to the new Courtelle Classic range and thank you for your increased orders. Would all customers who previously ordered Courtelle Gold as a specially manufactured garment, please note that the cuff and welt will now be manufactured incorporating the same size cuff and welt as pullover and not the shorter version, as supplied previously.

Courtelle Classic Branding

Please note that the temporary branding on the new Courtelle Classic knitwear will be gradually replaced through the year with new contemporary themed labels and tickets reflecting this premium product.



Warning of products to be discontinued
We are phasing down supplies of Courtelle Cotton mix knitwear during this season.

Team Talk

Hazel Farrer

Questions & Answers



Where do you live?

Poynton (near Stockport).

What was your favourite toy?

Everything Sindy, especially my Red Range Rover.

What's your job?

Customer Care Officer.

How long have you been at Rowlinson?

I started in 2000, I'm a Millennium Employee!!

Best thing about your job:

Customers – they're lovely.

Worst thing about your job:

Not having a toaster in the Kitchen because of H&S!!

Hobby:

Brownies, I'm a leader!

Best holiday:

Sunny Anglesey, when I got engaged.

Best food:

Anything home-made, Lasagne, bread.

Worst food:

Walnuts because they look like a brain.

Anything happen in 2010?

I got married, whoop whoop!!

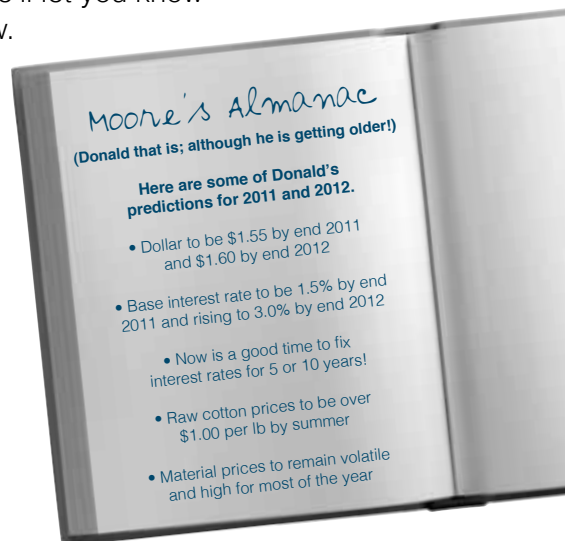
Tell us a secret:

Absolutely not!!



Bottoms up!

We have a couple of bottles of rather nice champagne to give away this time, simply fill in the coupon below and we'll draw names from Andy's hat. For a bit of fun **let us know what you think the dollar rate will be at the end of September** and we'll let you know who was nearest at the time of the schoolwear show.



Dollar predicted to be \$

Name:

Shop/Company name:

Address:

Postcode: Tel No:

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