

THE SCHOOLBAG

Rowlinson®
schoolwear for longer™

Looking forward to 2012

BTS this year was a lot better for Rowlinson than 2010! We finally got our act together with our systems, delivered when we said we would, and we think we were under control most of the time! We have recently sent out our customer satisfaction survey, which helps us to understand our areas of strength and weakness. Early response survey indicates that we did improve considerably and that overall you are happy with our performance. Thank you for taking the time to fill in this brief questionnaire. We really do read them all and take notice of what they say!

Maintaining Performance

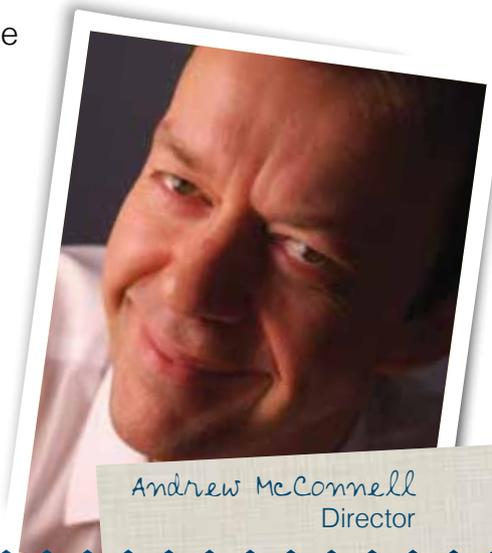
That is not to say that we can rest on our laurels, and no doubt 2012 will present us with new challenges (and some old) and we will find ourselves thinking on our feet again as we face them. But on the whole we are pleased with your response to our performance.

Planning & Estimating

Speaking of 2012, and looking forward to it, we have repeated our 2011 strategy and laid down early orders for large stocks. Buying further ahead has its challenges but we have realised that it is the only way to secure production the way that we want it. We just have to make sure that our planning team get their figures right and that our estimates are as accurate as they can be.

To tempt you to lay down your orders early, and help us with the logistics, we have some excellent offers this autumn, and we hope that you will find them irresistible enough to want to take advantage of them.

If we can help in anyway please let us know.



Andrew McConnell
Director

Delivering the Goods!

We take this subject so seriously that one of our directors has relocated off shore to make sure that all our garments come in on time and on spec. Ken Edgar is now living in China but within easy reach of much of our production. He is on the ground with our quality staff to make sure that we pick up any issues early and correct them on site. In addition we have Jill based in the UK, she is tasked with improving our testing and we should see the fruits of her work in coming months.

Ken will also continue to oversee our product development and sourcing. He is ideally suited to this task having spent many years in the industry in a technical capacity, including his time at Acordis where he was responsible for the famous Courtelle yarn, a brand which we now own.



Ken
Edgar



Born to Perform!

Our newest star Performa Cotton Knitwear makes its debut this autumn and this “production” has been some time in rehearsal!

Now ready for the big stage, Performa is produced from 100% cotton and it is our finest and softest knitwear to date. With all the benefits of a natural fibre, it is comfortable, lightweight to wear and easy to care for. Developed to give outstanding softness and knitted on the latest machinery, it is accessible in 8 colours from stock, with specials and a speedy embroidery service also available.

To cater for market demand we have developed a girls and a boys version with swing tickets to differentiate the two in store. The girls sweater has a deeper welt which gives it a fashion fit around the waist and hips. The boys version is more traditional in style but there is also a cardigan and slipover style which can be made to order.

The garments are available in sizes Age 5/6 up to XL and can be washed at 40° or 30° to be kinder to the environment.

Pre Book

Just a reminder: We are offering pre-book deals again this year. **Book your 2012 BTS business by Dec 16th**, choose your delivery dates, take advantage of our cheaper embroidery and pay 2011 prices which we will hold for you. On our new Performa Cotton knitwear only you have an extra month before you need to pre-book.

We appreciate that this is a new product and you might like a little time to trial it for yourself so we have extended this one until the end of January.

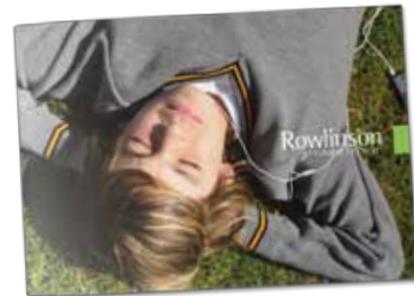


Product Information

We have now completed our transition from Courtelle Gold® and Supacryl to Courtelle Classic®. All our residual stocks of Supacryl have now been exhausted and you will need to make sure that you order the correct colours from the Courtelle Classic shade range.

New Brochure

Our new brochure is now available, if you would like a copy please call **Customer Care on 0161 477 7791** and we will send you one.



Carriage Issues

With immediate effect we are moving our carriage business to DPD. The new system will provide you with more information from us about your deliveries. You will be emailed when your goods are ready for dispatch. Then you will be contacted again when they are out for actual delivery, so that you have an accurate time slot when you can expect them. We hope that this will help you enormously particularly in busy BTS months when you might need to plan your intake carefully.

Baby Boom

As we go to print we wish Hazel Farrer all the very best with the imminent birth of her first baby. Hazel has left the company to concentrate on being a full time Mum and we would like to thank her for all her efforts over the last eleven years and wish her peaceful nights and much joy.

Happily we have also had two new arrivals this September, with the birth of Andrea's son Seth and Kerry's son Archie, all are doing well.

To our knowledge we are not expecting any more but you never know...



Team Talk

Rachel Swindells

Questions & Answers



She is not quite a new girl in our customer care team, having just completed her first twelve months and second BTS, but newish by Rowlinson standards, Rachel is the subject of our Team Talk this issue.

Rachel has spent all of her working life in a customer care role which is why we picked her for the job!

She managed 30 staff in a call centre for Metrorod which is a drainage company dealing with emergency problems. Refreshingly, she regards the stresses and strains of a busy BTS for the schoolwear industry with some sanguine, knowing as she does how much more stressful it can be when customers ring in a panic over flooded and blocked drains!!

Prior to that she worked in Telemarketing so has done her apprenticeship dealing with customers on the phone. This experience is invaluable, and means that Rachel was very quickly fully conversant with, not only our systems, but also all our customers.

A country girl at heart, but living in the city, Rachel not only manages her allotment, her chickens and cats and dogs in her spare time, but she can also ruffle up a prize winning Victoria Sponge cake on demand. A versatile lady indeed.

Win a Chocolate Hamper



Winter is drawing in and we all need a little chocolate to keep our spirits up! If you would like to win one of our four hampers, just in time for Christmas, then please fill in the coupon and sent it back to us by **Friday 2nd December** and we will enter you for our draw.

We have two hampers containing a variety of mint treats, and two with orange delicacies. They are not huge but beautifully packaged and enough to share if you must!

Name of our Newest Product

Name:

Shop/Company name:

Address:

Postcode: Tel No:

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