



Dear Parents/Guardians,

RE: School Uniform – Shortages & Delays

You may have seen in the news that many retailers are experiencing delays of goods from manufacturers and suppliers; Unfortunately, School Uniform retailers are also affected by this and as a result, we have been warned by our manufacturers that the industry is experiencing major production interruptions. This is for several reasons, from shipping and container shortages to lockdown and restricted working conditions in manufacturing countries.

Fortunately, School Uniform Direct placed orders as far back as October 2020 for back-to-school 2021 to minimise disruption and have increased our stockholding as a precaution. Although 70% of our deliveries have arrived on time, it is proving difficult to predict exact dates we can expect remaining deliveries.

To allow us extra time to assess and resolve any major setbacks with stock; we are asking Parents and Guardians to **place their orders or come in-store as soon as possible and no later than 31st July 2021**. This will help ensure that you receive your uniform in time. As orders placed after this period, could be subject to delays.

To reassure parents concerned about growth spurts and to incentivise all those that are buying early; we have various policies and promotions in place to ensure you can buy with confidence. Including:

- **No Uniform Wasted Policy / Unlimited Exchanges**
 - You can exchange any unused items purchased with us for the next size up or down for up to 6 months (or longer if we are still retailing the uniform for the school)
- **20% Saving off the RRP – Uniform Packs**
 - If you purchase before the **14th July** – you receive an additional 10% off all our already discounted Uniform Packs, this means you can save a total of up to 20% on your child's uniform.
 - £35-50 Saving for Secondary School / £25-40 saving for Primary schools!
- **Special Size Orders**
 - You will have the best chance of securing any special-order sizes ready for back to school.
- **Exclusive Early Bird Promotions**
 - Up 20% off on Shoes, Stationery, Bags, and Lunch Boxes

COME IN STORE – Not Online!

Finally, although we all have become accustomed to ordering online, we are asking you to visit us **in-store** rather than online! All our stores are now fully open, and we are accepting both **Walk-Ins** and **Appointments** (that you can book in advance).

The benefits of visiting your local store:

- Have your child fitted to ensure correct sizes without having to guess – meaning no time wasted in exchanging sizes!
- Experienced Sales Staff to advise on the uniform requirements for your child's school.
- A one-stop shop – for Stationery, Shoes, Bags, and Accessories
- Supporting local business - We rely on people visiting our local stores so that we can keep employment generated for the community!
- Better stock availability for all – purchasing correct sizes in-store mean fewer incorrect size orders sitting in people's homes, and therefore better availability for all parents!

We look forward to welcoming you to our stores this summer and hope that you have a good and well deserved break.

Alex Gani
Director