



director-e Magazine & Website

Editorial Feature List 2011

- Features are published in **BOTH** the respective director-e bi-monthly magazine and on www.director-e.com and include any photographs that you may wish to provide, to accompany the editorial that can be written by Catherine Christie.
- director-e magazine is posted out to around 6000 targeted manufacturers, distributors, suppliers and buyers of corporate clothing, workwear, leisure wear, promotional wear and PPE around the world.
- www.director-e.com is the workwear, corporate clothing and PPE industry's number one international website with over 110,000 registered members.
- On www.director-e.com the feature will appear in the 'features' section, where it will stay permanently. In the website version of the feature, your company's full contact details, web link and company logo will also be included.
- Links to website features are emailed out to all of our 110,000 registered users via weekly E-newsletters.

To contribute to a feature and receive all of the above costs just: £595 plus VAT!

To take part contact Catherine Christie

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Deadlines: There are no fixed deadlines; features are slotted in to fit demand.

Coatings and Finishes director-e would like to report on what coatings and finishes are available on the market for the workwear, corporate clothing and PPE industry including military, medical, technical and lifestyle.

The Evolution of Workwear At the beginning of 2009, director-e reported on the growth of highly functional, branded and design-led workwear and its appeal to the next generation of workers. But what are the latest developments? We want to talk to workwear manufacturers about what trends are emerging in the workwear market and their latest innovations.

Thermal Fabrics and Clothing Protecting the wearer from heat is important, but the cold can be just as deadly. This feature will look at some of the thermal fabrics and clothing currently available on the market, what they can be used to protect against and how important they are in the UK. We would like to speak to manufacturers and distributors of thermal fabrics about their products and what they can offer.

Olympics 2012 Merchandise Olympic merchandise offers the perfect chance for fans to get even more involved in the 2012 Games. It also offers a great opportunity for businesses to reach a wider market by adding exciting new products to their collections. We would like to speak to businesses

that are producing commemorative clothing and/or accessories for this historic event about what they have to offer.

Test Houses These days the demands that consumers make on their products in terms of quality, performance and value for money have never been higher. Legislation also requires products to be safe and fit-for-purpose. To ensure that these rising expectations and standards are met, manufacturers must turn to test houses. We would like to speak with test houses about their growing roles within the workwear, corporate clothing and PPE industry and the processes involved.

Corporate Casual Wear Within the professional clothing industry, corporate casual wear (e.g. T-shirts, polo shirts, fleeces, casual trousers, and sweatshirts) has been identified as the main growth sector in Europe for 2011 and beyond. We would like to find out what demands are being placed on this sector by wearers, and how manufacturers and suppliers are meeting them.

IT Management Systems As supply chains become more complex, it can be hard to stay in control of every aspect of it. The good news is that today's IT solutions are designed to deal with this, from wardrobe management and web ordering to managing stock and sales. We would like to speak with providers of IT solutions on how they can help businesses to stay ahead in an increasingly competitive marketplace.

Outdoor Clothing One of the biggest emerging trends in the industry is the cross-over between outdoor leisure clothing and workwear as each takes design and technological cues from the other and market sectors become blurred. We would like to talk to companies that have crossed over from one market into the other and how they have adapted their products to achieve success in both.

Wicking Fabrics and Clothing From police and nurses, to firefighters and construction workers, garments with wicking properties provide comfort to people in a diverse range of work environments. With technology constantly improving, we would like to speak to manufacturers and suppliers of moisture wicking fabrics and clothing about the different uses of these products and their latest ranges.

Career Wear In corporate environments it has never been more important to stand head and shoulders above the competition to secure the business. It is therefore vital for staff to project the right image. With this in mind, we want to speak to suppliers about the latest trends in fabrics, designs, styles and new technologies for shirts, blouses, knitwear and suiting.

Hospitality Uniforms The British hospitality sector employs around 1.7m people and is worth an estimated £55-£60 billion a year. We would like to speak to suppliers of hospitality wear for staff working in hotels, bars, pubs and restaurants about the latest trends and technological innovations in this sphere, in terms of design, style and fabric.

Teamwear Teamwear (including polo shirts, fleeces) looks set to take off with the London 2012 Olympics just around the corner. So what is currently available for promotional, sporting and team building events? Here is a chance for manufacturers and suppliers to discuss the latest innovations taking place in the sector.

Police Protection Few jobs are as unpredictable and potentially volatile as that of the modern police officer. But what protection is available to them? Can it be increased? *Should* it be

increased? What practical requirements are there and who decides what they should wear? We would like to talk to manufacturers of police uniforms and body armour.

Clothing with a Cause With the workwear, corporate clothing and promotional clothing sectors beginning to place a greater emphasis on Fairtrade, organic cotton, recycled materials and social responsibility, director-e would like to hear how fibre, fabric and clothing manufacturers, distributors and suppliers are meeting these challenges through their ethical practices and products.

UK Manufacturing The East's dominance in large-scale production is complete, but that doesn't mean producing in the UK or other European countries is impossible. With the cost of manufacturing in China on the rise, more companies are starting to source their garments closer to home once more. We want to speak to companies that have maintained UK production, both small and larger, about why they produce here, how they keep going, who they target and how they are received by buyers.

Schoolwear Children usually speak their mind and so, if they're happy with their school uniform, you know you've got it right. But what should be the main priorities for those looking to procure school uniforms? director-e would like to speak to suppliers about what they can offer in terms of products and service.

Health Sector People have never been more aware of the importance of hygiene and infection control. We would like to speak to manufacturers and suppliers of fabrics and garments for this sector about the latest technologies being used and also how style is becoming more important for patients and staff.

Protective Gloves Sometimes gloves are the last thing that people think of when considering protecting their workers, yet they cover one part of the body that is probably more likely to come into contact with dangerous objects and environments than any other. We would like to speak to manufacturers of protective gloves including cut and oil resistant for the workwear market.

Protective Eyewear Thousands of eye accidents happen in the workplace every year. Proper eyewear can help to prevent these injuries and so, many companies are now making it mandatory for employees to wear some form of eye protection. We would like to speak to manufacturers of protective eyewear about its growing importance in the workplace and the latest trends.