

Editorial Feature List 2009

- 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.
- director-e magazine is a free publication that is posted out to around 6000 targeted manufacturers, distributors, suppliers and buyers of corporate clothing, workwear and PPE around the world.
- www.director-e.com is the workwear, corporate clothing and PPE industry's number one international website with over 92,000 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 also emailed out to all of our 92,000 registered users via weekly E-newsletters.

To receive all of the above costs just: £375 plus VAT!

To contribute to a feature contact Catherine Christie Tel: +44 (0) 870 870 4578 or Email: catherine@director-e.com

Director-e Magazine Issues:

JUNE/JULY

Editorial deadline: 17th April

Corporate tailoring – Tailoring never went away in the corporate sector, but in the fashion world it's back with a vengeance. Take a look on the catwalks and you will see it everywhere. As the UK lumbers into a recession, power dressing and corporate image has never been more important as businesses vie to keep and attract new customers. We would like to speak to corporate clothing suppliers of suiting, shirts and blouse about how their collections illustrate the latest trends and how they can help a company dress to impress.

UK Manufacturing – With so much manufacturing taking place abroad, director-e would like to talk to those who are still in the UK, about why they are still here, how they have adapted and what challenges they face.

Transfers and Prints - Whether creating a simple one-off novelty t-shirt or producing batches of workwear or promotional garments, transfers are often a useful - if under-utilised - solution. We are looking for companies with information about new developments in transfers, dyes and related technology to discuss present and future technological developments.

AUGUST/SEPTEMBER

Editorial deadline: 12th June

CAD/CAM Software - The importance of CAD/CAM software cannot be overstated in the modern market - with the increasing dominance of computers on every level of the industry, having the right software on your side can mean the difference between failure and success. But what is currently on the market, and what do the various systems offer? We would like to talk to CAD/CAM software companies about their current and upcoming products.

Health and Beauty –We all know how important image is to a business; but when your job involves selling a look or a lifestyle, such as in the health and beauty industry, it's vital. Employees are walking adverts for potential customers wanting to look good and feel great. We would like to find out what manufacturers are doing to meet the requirements of this industry, and what suppliers have to offer in terms of garments, accessories and embroidery for spa staff, hairdressers and beauticians.

Military - Our soldiers face some of the toughest and most unpredictable conditions imaginable, on a daily basis. What protection is afforded to army members such as navy gunners and tank crews? Who decides what protection is required and what laws govern the subject? director-e would like to talk to manufacturers who specialize in the development of high-performance protective apparel for the harsh and demanding environments routinely encountered by militaries throughout the world.

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.

OCTOBER/NOVEMBER

Editorial Deadline: 14th August

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.

Medical/Healthcare Clothing - With stories about superbugs and uncleanliness in hospitals hitting the headlines regularly, director-e would like to speak to fabric and garment manufacturers in this sector about how they are trying to meet these challenges.

Laboratory and Chemical Processing Wear - They are at the forefront of change, but working in such unpredictable environments can put scientists and lab workers at a high health risk. director-e would like to speak to manufacturers and suppliers about what fabrics are required to protect against which hazards, what EN standards come into play and where to source from.

Please note: the scheduled editorial may be subject to change at short notice. The editor will make announcements should this be likely.

The deadlines shown are the latest dates for submitting editorial to the respective issue.