

## **RE: Purchasing School Uniform – Shortages & Delays**

You may have seen in the news and in turn, we have also been warned by our manufacturers, that many retailers are experiencing delays in goods getting into stores; and though we felt this was only going to be a problem last year, we are still subjected to a very similar situation with delayed deliveries and lead times this year-round!

School Uniform Direct placed orders as far back as October 2021 for the back-to-school 2022 period to minimise disruption. We are currently in a good and strong position with many of our deliveries in stock, however, we are not completely immune from the circumstances across the globe.

As a result, we are asking Parents and Guardians to **book an appointment and come in-store as soon as possible and no later than 31<sup>st</sup> July 2022** – With additional incentives to purchase before the **31<sup>st</sup> of July**. This will help ensure that you receive your uniform in time. As orders placed after this period could be subject to delays. Further, queues will be longer at the stores!

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:



UNLIMITED EXCHANGE

### **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)



SCHOOL UNIFORM PACKS

### **15% Saving off the RRP – Uniform Packs**

If you purchase before the **31<sup>st</sup> of July** – you receive an additional 5% off all our already discounted Uniform Packs, this means you can save a total of up to 15% on your child's uniform. £35-50 Saving for Secondary School / £25-40 saving for Primary schools!



MULTI-BUY DISCOUNTS

### **Exclusive Early Bird Promotions**

Up 20%-30% off on Shoes, Stationery, Bags, and Lunch Boxes



ANY CHILD FITTED

### **Special Size Orders**

You will have the best chance of securing any special-order sizes ready for back to school.

## **COME IN STORE – Not Online – Book an Appointment!**

Finally, although we all have become accustomed to ordering online, we are asking you to visit us **in-store** rather than online! We are accepting both **Walk-Ins** and **Appointments** – But if you have not booked an appointment please be prepared for a short wait, as priority goes to appointments. (That you can book in advance).

To Book Your Appointment –visit [www.sud.co.uk](http://www.sud.co.uk)

### **The benefits of visiting your local store:**

- Your child fitted to ensure correct sizes without guessing – 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 stores so that we can keep local employment in store!

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

Alex Gani  
Director