

1000s OF PRICE REDUCTIONS, SAME GREAT QUALITY & MORE NEW PRODUCT

New Alexandra catalogue out now!

1000s of price reductions, same great quality

Alexandra is well known for offering quality accredited products at the best possible prices. This year there are significant price reductions throughout the catalogue offering customers the best value, quality and service in the industry. For example, scrub tunics are now available at £3.95 with big savings!

Biggest & best value in the industry

As the biggest supplier of workwear and corporate clothing in the UK, Alexandra's stock supported range is bigger and better than ever before. Delivery is offered free for orders over £150 ex VAT with discounts available on large orders.

Fantastic additions to the range

There are lots of exciting new additions to the latest range:

Assisting infection control

In line with new government guidance regarding infection control, Alexandra's medical customers can now choose from new short sleeved doctors' coats or their popular, great value scrub suits.

The new silver technology added recently to the range has also had a fantastic response and assists with infection control systems.

Additional benefits of this new fabric are that it is antistatic, anti odour and thermo-dynamic, regulating body temperature, whilst the texture and handle is modern and crisp.

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Other new healthcare products include lightweight tunics with stylish silver buttons; mandarin collar and fit-for-purpose action back details.

Growing popularity for health spas and beauty salons

Alexandra's beauty collection focuses on elegance and simplicity combined with practical details and fabrics, featuring new clean cut and modern shapes. New items include striking bright colours and contemporary black and white co-ordinates. Stand collars, piped edges and asymmetric details combine to provide a variety of exciting styles.

Machine washable suiting – modern shapes and a high street fit

Following the unprecedented response to their new machine washable suiting range, Alexandra have added more choice - including stylish flared skirts in plain and pinstripe fabrics, new female jackets, trousers and maternity wear.

The washable range, available in four fabric and colour options is 54% polyester / 44% wool / 2% lycra®. This mix combines the durability and colourfast properties of polyester with the superior handle and breathable qualities of wool and the comfort stretch with improved crease resilience of lycra®. The lightweight nature of the fabric makes it ideal for winter and summer wear - the perfect transeasonal wardrobe!

New black hospitality blouses and shirts

The new contemporary cotton rich unisex shirt and 3/4 sleeve blouse are perfect for the hospitality industry providing comfortable, breathable and modern uniform solutions in black. Following the success of the recently launched 3/4 sleeve blouse, further choice has been added to the range in new colours and fabrics.

High performance chefswear keeps cool in the kitchen

The latest moisture management fabric technology is used in Alexandra's new chefs jacket - perfect for hot kitchen environments. The special construction of the 50% polyester / 50% cotton fabric has more of the comfortable cotton fibres next to the skin with the hardwearing polyester fibres on the outside. The industrially launderable jacket was worn on TV recently by Barry McGuigan, winner of Series 3 of ITV's Hell Kitchen along with his fellow celebrity contestants. Also new to Alexandra's catalogue range are lightweight black chefs' trousers with a comfortable drawstring waist.

As seen on Trinny & Susannah's 'Undress the Nation'

Alexandra have added a new co-ordinated hospitality range to the catalogue. Designed by Trinny & Susannah, with expert help from Alexandra, the new range was developed to 'makeover' the catering staff at a hospital in the South West.

The new range features easy care gingham check blouses and unisex shirts which are now available to buy from Alexandra's catalogue and website. Co-ordinating aprons and trilby hats complete the look with a modern version on the combat trouser featuring practical kneedarts.

New catalogue out now!

Alexandra's new 300-page catalogue is now available featuring over 900 quality products in a wide range of colours and sizes.

To request your copy call 0845 155 2288 or visit www.alexandra.co.uk.

Visit Alexandra at the Procurement Solutions Exhibition, 10th – 11th June at Earl's Court on stand number 258.

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Notes to Editors:

Alexandra plc is the UK's leading supplier of corporate uniforms and workwear across a broad range of business sectors including transport, hospitality and catering, health and utilities. The Alexandra Group is a service-focused business that designs, procures and distributes company and professional clothing. Alexandra also offers a personalised service to corporate clients. More information can be found at www.alexandra.co.uk.