



### Alexandra launches their new 2011 catalogue

Alexandra, the UK's leading workwear company, is pleased to confirm it has launched its new 2011 catalogue to their customers.

Newly appointed Marketing Director, Nick Acaster said "Our customers have been without the opportunity to view our current and exciting new ranges, and although the web plays an important part in the mix, nothing beats a good looking, easy to use catalogue to pick your garments from."

The new catalogue starts to land with customers from the 24 January and as well as a vibrant new look, improved search and browsing there are new ranges in beauty, healthcare, chefswear and footwear, and some notable inclusions of some big name brands including CAT and Dr. Martens.

MD Tony Bennett said "This is the first, most important part, of our new journey ahead. Providing customers with a clear offer and the ability to pick and choose from available ranges will make life easier for our customers."

Nick continued "We have also included more life style photography and I am very grateful to one of our customers, The Cotswold Four Pillars Hotel, for the use of their luxury facility to hold the photo shoot.

The new catalogue although being mailed to all of Alexandra's customers can be requested either by phone 0845 155 2288 or on their website [www.alexandra.co.uk](http://www.alexandra.co.uk)