

SUGDENS

CAREER & WORKWEAR SINCE 1869

ABOUT US



a
Double TWO
company

SUGDENS

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A pioneering, family owned business, proud to create world class career wear supported by inspirational customer service.

As we look towards our 150th year, we continue to operate with the same cultures and values we did at the very beginning.



QUALITY. IMAGINATION. PASSION. TRUST.

We've come a long way since William Sugden set up his tailor's shop in 1869. From those small beginnings, we have evolved to become one of the country's foremost career wear and corporate clothing specialists.

Having started with just one sewing machine, we soon acquired our own weaving mills and during the course of the first and second world wars we produced close to six million shirts for the armed forces.

In 1968, we joined forces with the famous Double TWO shirtmakers, renowned for high quality shirt production with industry leading innovation. This relationship enabled both companies to share expertise and thrive in the modern marketplace.



Over the years we've evolved from simply providing clothing. Embracing the latest technology and leading the way with innovation, we were the first company in the UK to use CAD systems to design our fabrics and were the first to offer a complete managed career wear service, offering a total clothing package developed to the clients' needs assisted by a full stock management system.

The expertise we've acquired in corporate clothing ensures you get the right clothing for the job, ensuring products meet safety regulations and the specific demands required for your business sector exactly when they are needed.

We are proud of our great heritage and our reputation for high quality career wear and customer service.

FLYING THE FLAG FOR CORPORATE CLOTHING

The expertise of Sugdens in the career wear and corporate clothing market, combined with the high-quality production and marketing methods of the famous Double TWO Shirtmakers has kept us at the forefront of our industry.

Over the past 150 years we are proud to have been innovators in corporate clothing and are even prouder of the awards and accolades we have earned along the way.

None more than, the once in a lifetime achievement of flying the company flag at the summit of Mount Everest as part of a St John Ambulance fund-raising event.



WE SOURCE FROM THE VERY BEST TO DELIVER A TOTAL CLOTHING SOLUTION...

We scour the world, sourcing from the very best suppliers in the business to ensure that all of our clothes are produced to the highest quality.

Fabric is sourced from China, Thailand and Indonesia with garments produced by skilled sewing machinists and workers in Sri Lanka, Bangladesh, India and Pakistan.

Rapid response units are also on hand to weave fabric and sew garments in Eastern Europe, Turkey and North Africa.



SUGDEN'S

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ASSURANCES FOR YOU...

We assess all our suppliers and all are required to accept our sourcing policy.

This is based on the requirements of the United Nations Charter, with specific reference to workers' rights and working conditions. As such, our factories only employ adults, pay fair wages and have excellent working conditions.

All our supply mills are accredited to OEKO-TEX Standard 100 which tests for the use of harmful chemicals and ensures safe chemical treatment and minimum resins. They all comply with local laws on effluent cleaning.

We check water, quality control air flow and hold fire drills regularly. In Bangladesh, buildings are accredited to the 'Accord' Standard for structural integrity and fire safety.



We employ structural engineers, nurses and doctors to look after our factories and their workforce.

We are members of Sedex, which is a collaborative platform aimed at companies working to a high standard to manage their performance around labour rights, health and safety, the environment and business ethics.

Our factories are all accredited to WRAP (Worldwide Responsible Accredited Production) or the BSCI (Business Social Compliance Initiative) that ensures fair pay, regulation hours of work, a healthy environment and no child labour.

We do all this to maintain not only our own good reputation for staff management and health but also for your reputation.

ISO 9001 & 14001 ACCREDITED

We work to very high standards of system control and product quality maintenance. The design, development, manufacture, sourcing and supply of clothing and accessories has been assessed and registered to ISO 9001 for Quality Management and ISO 14001 for Environmental Management.

We have systems in place to ensure that everything we do meets these high standards and they are systematically audited by National Quality Assurance (NQA).

Our ISO 9001 Quality Accreditation ensures that high standards are achieved throughout the business at all times. We work to ISO 14001 to ensure ecological optimisation and to minimise waste of fuel, materials and heat.

We recycle every surplus item, from plastic cups to used garments. These are mainly made into new plastics for industrial use or made into mattress fillings. Many garments are also recycled to charities for the homeless and for refugees.



A COMPLETE SERVICE

tailored for our clients...

We don't just manufacture high quality clothing, we give our clients a complete service. Our experienced Sales Team will guide you through our full collection so you can confidently make the right choice for your business.

The entire Sugdens collection can be personalised using embroidery and/or printing, to create individual garments you, and your staff can be proud of.

If you require something more customised, our skilled Workwear Design Specialists are experts in developing bespoke career wear solutions to suit all kinds of businesses.

Our value added services:

BESPOKE UNIFORM DESIGN

To suit your business and maximise your brand identity.

A FULLY MANAGED SERVICE

From concept and design to sourcing, quality control, storage, distribution and budget control.

EMBROIDERY & PRINTING

Perfectly personalised uniforms, from company logo to the wearer's name.

SECURE WEB PORTAL LOG IN

You can place, track and manage your orders from anywhere in the world.

INDIVIDUAL PACKAGING AND DISTRIBUTION

Each personalised uniform will be sent to the right team member, on time.

EXPERT FIELD SALES SUPPORT

Our sales team will guide you through the process, even keeping you up to date on the latest regulations, so you can make the right decision.

BESPOKE DESIGN CASE STUDY 1



We were approached by a leading UK independent airline to design a full range of corporate uniform. From Pilot and Cabin Crew right down to those working on the ground, no crew member was left unaccounted for in this full scale bespoke corporate uniform design.

Planned to coincide with the airlines' 50th anniversary, the new uniform was commissioned to celebrate the brand's heritage whilst looking forward to the future with a dynamic, fashionable look that the whole crew could be proud of.

We had a long discussion with the crew at the airline, gaining valuable insight and the essential input of those who would be wearing the uniform on a daily basis. The key feeling among the crew was that they required

a modern and stylish design which reflected the elegance of air travel whilst still being practical enough to carry out their daily jobs.

Taking our inspiration from the rich company history and glamorous heritage of air travel, every piece was considered with the crew in mind. With every cut, stitch and seam of every garment designed with precise attention to detail.

The resulting designs channel the glamorous vintage years of air

travel, celebrating this leading airlines rich heritage, with a sophisticated, fashionable and easily recognisable uniform that fits with the company's brand identity.

From Pilot & Cabin Crew right down to those working on the ground...

BESPOKE DESIGN CASE STUDY 2



St John Ambulance (Supplies) is a company established to control all 'supplies' to St John Ambulance. Our objective was to create a more modern look, which would reinvigorate the St John Ambulance brand and enhance the perception of the organisation and ultimately provide a high profile branded uniform, fit for the nation's leading first aid charity.

The traditional black and white uniform had become somewhat dated and it often led to confusion between St John Ambulance Volunteers and the Police Force. This was becoming problematic in what could be potentially hostile environments. In addition, Volunteers carried a utility belt that further blurred the lines between the Police force and themselves.

Our designers firstly looked at the use of colour to take a positive step away from the previous uniform. Green was used as the highlight colour. Recognised as the international colour of care, the colour

instantly gave a nod towards an 'Ambulance' service.

We broke away from the traditional, old fashioned, black and white image and introduced a layered wardrobe of green and black uniform. Updated styling modernised the look, and with new garment technologies available, the utility belt that was a feature of the old uniform was no longer needed.

The resulting uniform plays an important role in maximising brand identity with the use of a new, modern St John Ambulance logo on every garment and a strong representation of the clear, distinctive colours of black, green and white.

St John Ambulance Volunteers cover a vast spectrum of ages, shapes and sizes so designing a uniform that was appropriate to all was key.

The contract offers a fully managed service. This enables users around the country to login to a secure web portal to view and order the full St John uniform range. This is then distributed directly from our warehouse saving St John Ambulance Supplies the cost of storing garments and managing this service themselves.



You can trust Sugdens to deliver on:

Quality – We work to the highest standard.

Service – We deliver 99%+ on time and with correct parcel contents. We customise as required.

Reputation – We protect your reputation and ours through responsible employment.

Price – We work to offer the best value for money. Our garments come at a fair price, look good and last longer than most of our competitors.

Reliability – We have been in business for almost 150 years and we are soundly financed. We won't let you down.

We are a friendly, helpful company who will stop at nothing to make you happy that you chose us. We are now coming up to our 150th year and nothing would delight us more than to celebrate with you as a customer.



To find out more about personalised career wear call:

01924 375 951

HOW TO ORDER

Call us on **01924 375 951** to speak with one of our dedicated Customer Service Representatives or email us at **sugdens@wsg.co.uk**.

Alternatively, fax an order form to **01924 201 615**

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