



# UNIFORM DIRECT

UNIFORM DESIGNED BY PARENTS  
FOR PARENTS



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# UNIFORM-DIRECT ABOUT US

Uniform-Direct is a **family owned and run business**, founded **by parents for parents**.

**Established for over 20 years**, we're experts in supplying high quality uniform for High Schools, single and Multi-Academy Trusts and Primary schools including Middle, Junior and Infant years.

**We supply over 400 schools** across the nation each year, offering a first-class service for both parents and educators.







# COMPANY VISION AND MISSION

## School uniform that makes a difference

We are passionate about the three pillar benefits of School Uniform:

**Performance:** Giving a sense of pride, confidence and reassurance, good school uniform empowers.

**Equality:** Providing a sense of community and belonging, helping young people identify with one another.

**Wellbeing:** Uniform that promises consistency, and reduces distractions, giving our young people the comfort they need to grow.

## How we achieve this

Through our consistent passion for exceptional service to:

**Young people:** Modern designs that pupils feel comfortable in, inspiring confidence and innovation.

**Schools:** Comprehensive and innovative bespoke design solutions, with a heavy emphasis on identity, convenience and core values.

**Parents:** An overriding focus on affordability and accessibility. As well as durability so the uniform can be passed down and a fantastic customer service experience.

Our team at Uniform-Direct believe that **young people deserve the very best** school uniform as a true reflection and motivator of high standards, performance and equality - for a better world tomorrow.





# ● ACCESSIBLE, AFFORDABLE ●

## Easy to order

Uniform can be ordered online at any time, instantly with zero fuss. No need to sign up, just find your school, check our size guides and add to basket. We take care of the rest.



## Fast delivery

Orders are dispatched by our dedicated internet department the moment an order is placed. Everything is made to order, providing a fast personalised service for each parent.

## Register with us today

## First class customer service

Our staff are on call and available over email between 9-5 Monday to Friday, they are experts in all things uniform and eager to help parents and clients with any issue no matter how small.

## Tailor made for you

We specialise in that personal touch, working with Uniform Direct we tailor our services to you.

Direct to school services are available as well as a whole host of options to make your uniform as stress free as possible.

## Easy sizing and returns

All of our size options are easy and intuitive, using very simple measurements that mean everyone can get the right size first time.

For any issues no matter small we offer a free returns service.



# ● **BESPOKE QUALITY UNIFORM** ●

*“Investing in our young people today for a better world tomorrow”*



Our uniform is made from only the best fabrics, designed by hand to suit all environments inside the classroom and out.

Parents that use our services every year have found that our garments are long lasting and durable, suitable to be loved and reloved for years to come.  
Saving on costs and the environment.





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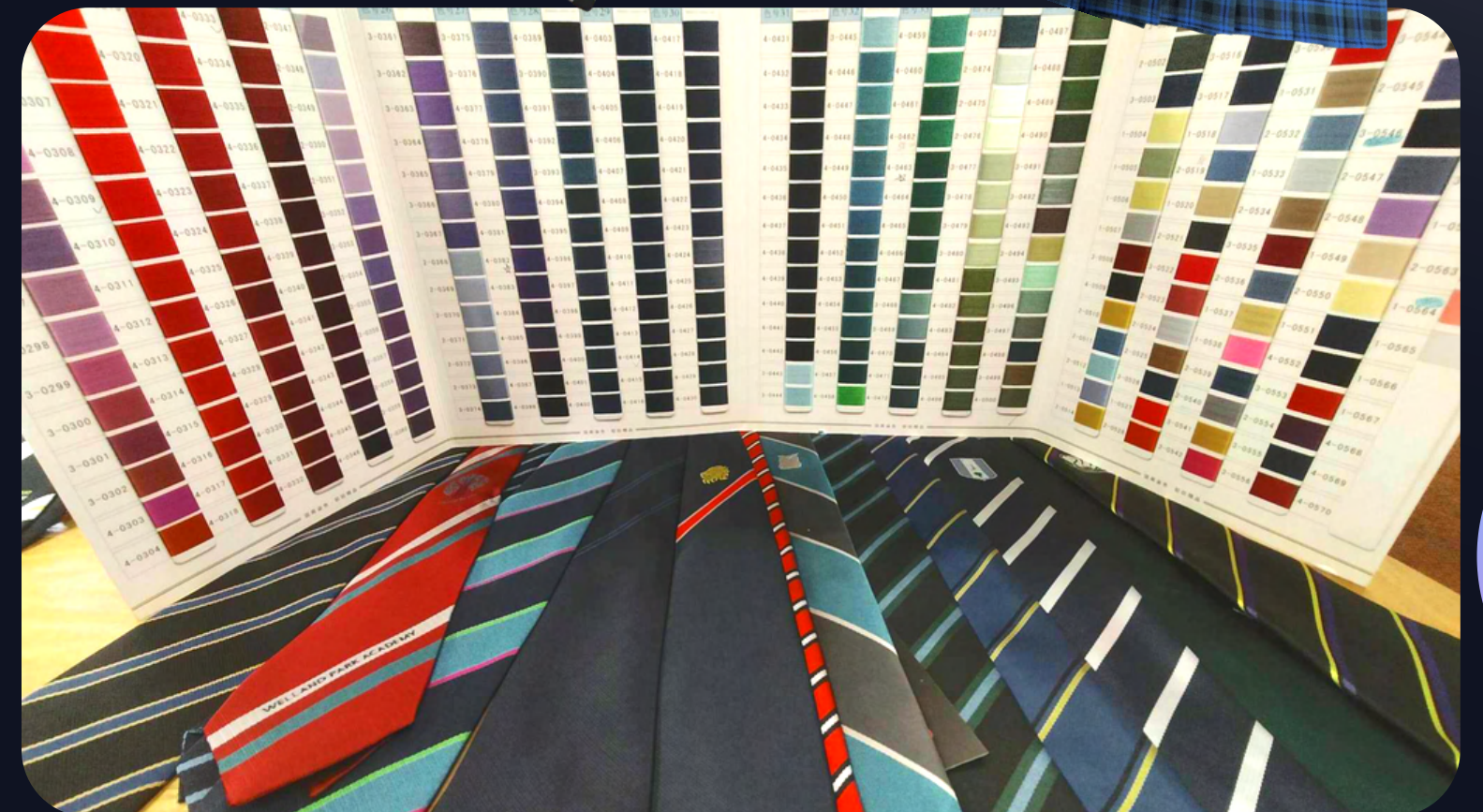
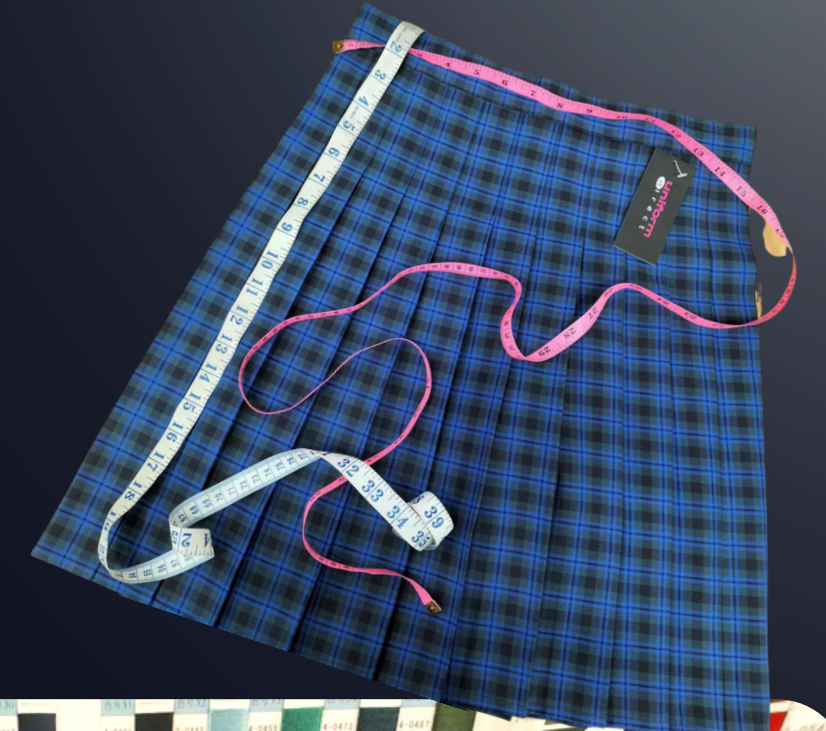
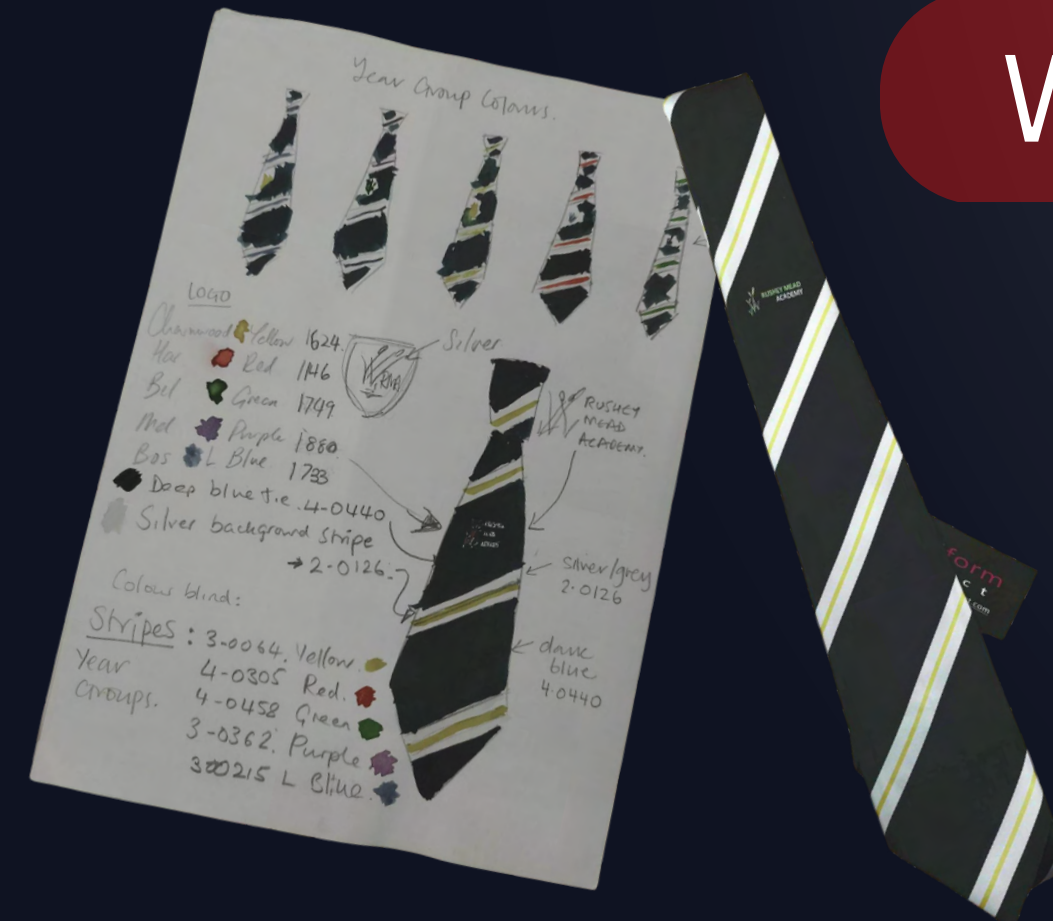
# DISTINCT DESIGN A TIE THAT STANDS OUT

The tie is where the schools personality shines. We believe that every tie should be unique and reflect the attitudes and vibrance of the school.

That's why we encourage schools to go big and ambitious with their ties, offering a unique tailor made service with no restrictions.

The skies the limit - at no extra cost!

Working with you







# NO THIRD PARTIES DIRECT TO YOU



At Uniform Direct, everything is made to order, straight from our facilities to you. This means that we are not dependant on third parties or other manufacturers, giving us full control over your uniform supply.



This system means that; unlike other suppliers, we are not beholden to the costs and limitations of distributors like Banner and Trutex. Helping us reduce costs and increase accessibility for your parents.



"School uniform should never be a barrier to a child's education"



# • DURABLE, SUSTAINABLE •



Carbon negative



Reusable



Ethically sourced



Reduced plastic

Protecting the environment is vital for all of our futures, but particularly the pupils we serve.

Uniform Direct is committed to a greener, cleaner future.

We do this by ethically sourcing our products, using renewable energy and not cutting corners on our materials and manufacturing.

**A uniform that lasts saves costs and saves the world**





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# LONG LASTING

H I G H G R A D E U N I F O R M

Our school Uniform are made to last, that means less waste, less tears and less trips to the bank.

Our goal is to make sure our customers only ever have to shop once.

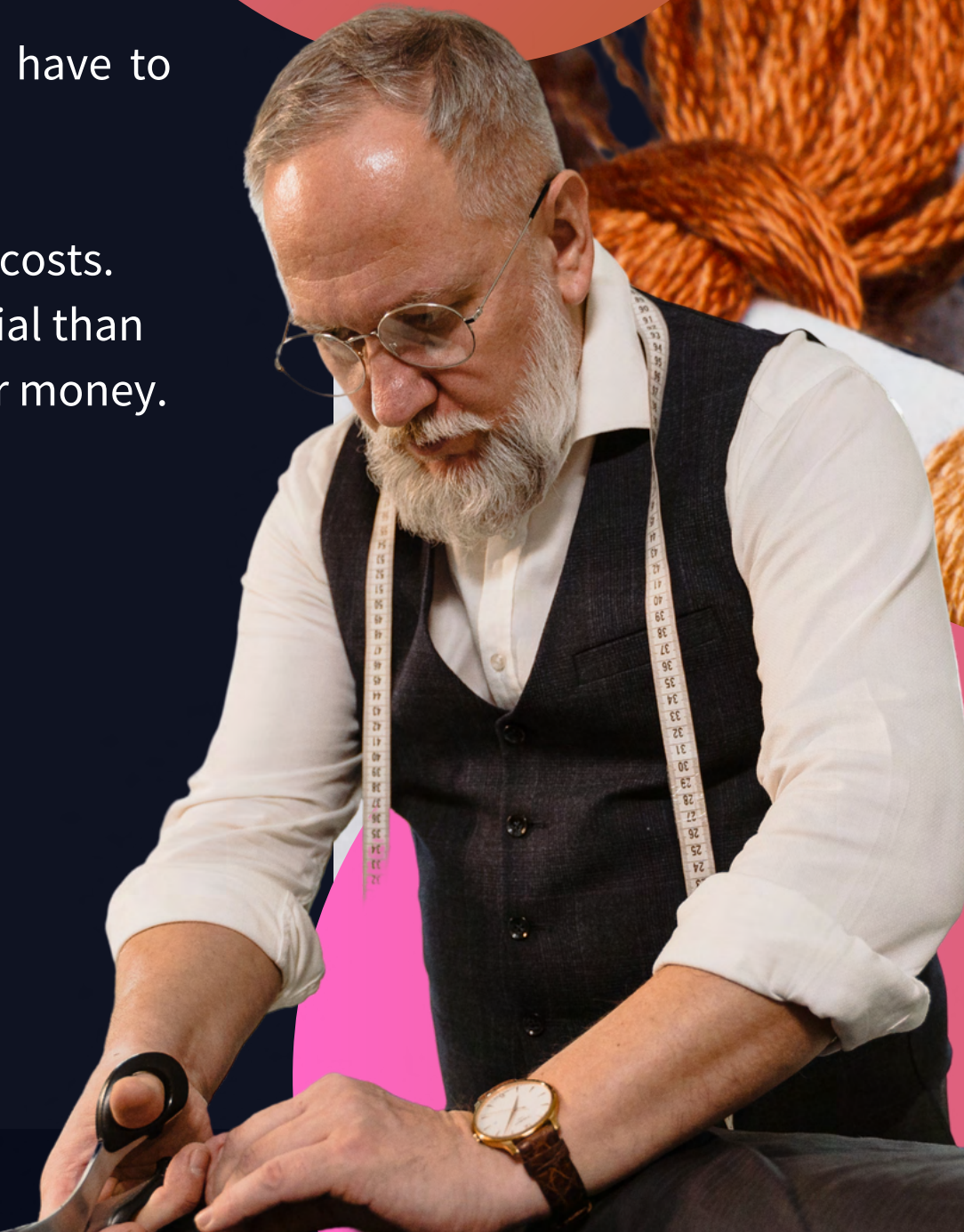
We do this by not cutting corners on our material costs.

On average our garments contain 44% more material than the mainstream suppliers, meaning greater value for money.



44%

More fabric







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# IN PRACTICE: RUSHEY MEAD

Leicester

*"...thank you for your very significant part in the choice of our new uniform. [...] Our initial ideas were nondescript and ordinary in comparison, and it was a real 'wow' moment when you brought out your models. The fact that the new uniform, which looks like the dress of a really high performing school, has come at a point in our history where we have made yet another a massive leap in our exam results, makes it even more powerful as a symbol of the school's quality."*



“  
A REAL  
'WOW'  
MOMENT  
”





# HIGHEST RATED ON TRUSTPILOT

ED Emily Dalton  
2 reviews @ GB  
★★★★★  
Great service!  
New school skirt arrived incredibly quickly - in time for the first day back even though we'd left it late! Great service :)  
Date of experience: 05 September 2022

★★★★★  
Amazing  
Amazing. Very quick and easy to shop. Quality stock.  
Date of experience: 07 September 2022

MO Moogi  
1 review @ GB  
★★★★★  
Great service and great quality uniforms  
Have ordered from Uniform Direct a few times, always good service and clothing. Had to return an item for a bigger size, returned the blazer arrived 2 days later very prompt service. I'm ordering uniform items again!  
Date of experience: 15 September 2022

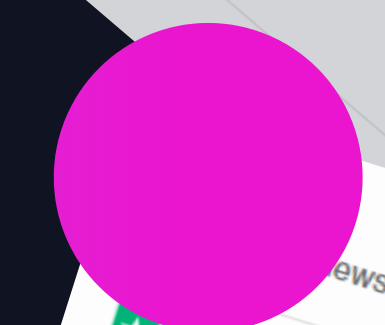
Leanne Huntington  
1 review @ GB  
★★★★★  
Ordered 3 school jumpers online and they arrived promptly  
Date of experience: 15 September 2022

NC Nicola Collins  
1 review @ GB  
★★★★★  
Really pleased  
Easy and quick to order, arrived promptly  
Date of experience: 09 September 2022

DP Dumitru Paul Covaci  
1 review @ GB  
★★★★★  
Best price on the market  
In time - Strongly recommendation  
Date of experience: 15 September 2022

*This company is brilliant. I placed an order for 2 school jumpers, it wasn't until it was too late that I realised I had ordered the wrong size. A simple email with my mistake mentioned and the size was altered to the correct size. I received the order the next day. Perfect.*

[www.Uniform-Direct.com](http://www.Uniform-Direct.com)



★★★★★  
Excellent service, really quick delivery  
Date of experience: 13 September 2022

★★★★★  
usual standard - very high  
you have kept your standard very high, can't fault the service  
Date of experience: 15 September 2022



4.6







# FREQUENTLY ASKED QUESTIONS

## ○ How we handle quality issues

*All our products are quality tested and complaints are rare. Customers with concerns are asked to contact us in the first instance either by email or phone.*

## ○ We accommodate non-standard sizes

*We carry a healthy stock of special sizes, Whilst we cannot guarantee that we will not come across a student we are not able to fit, we will work with the school for a satisfactory outcome. Schools agreeing to our standard terms and conditions will receive a guaranteed stock support.*

## ○ How parents can find the right size

*Our service to parents would be online only. We are very experienced in helping customers new to our products to ascertain what size to order. We have a telephone helpline service supported by a 'free postage' returns service for parents to get it right first time and to send back if not right.*

*Samples can also be held in school for trying on, and our sizing system is easy to measure for yourself.*





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# QUOTATION - JANUARY 2023

## Premium Sweatshirt with logo:

Childrens sizes: **£8.00** - **£9.00**

## Premium Cardigan with logo:

Childrens sizes: **£9.00** - **£10.00**

## Deluxe Polo Shirt with logo:

White: **£7.00**

Black: **£8.00**

## Deluxe Bookbag with logo:

Value: **£6.50**

## School PE bag with logo:

Value: **£4.50**

## Primary School Hoodie:

Childrens sizes: **£16.00**







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# • THANK YOU •

P A R E N T S   W O R K I N G   O N   B E H A L F  
O F   P A R E N T S



## UNIFORM DIRECT

 Trustpilot

