

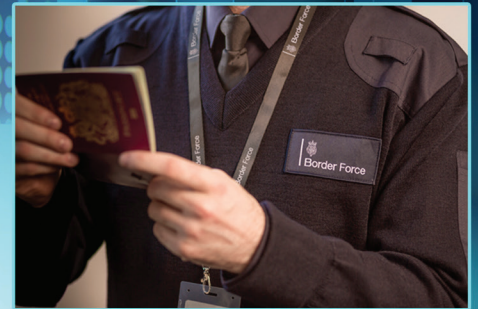
professional clothing

Issue 49 - October / November 2017

director·e

hunter

This is work smart wear.



"...the best day in my career as Executive Director of HR for the past 10 years. ..."

Patrick McGrath
Executive Director of HR
Virgin Trains - West Coast

Hunter are featured on page 20-22



hunter CARE[®]
hunter PAC[®]
hunter ONE[®]



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hunter

This is **work smart wear**.

Established in 1936, Hunter Apparel Solutions Limited – now re-branded Hunter – is an energetically and professionally managed progressive family owned UK business that specialises in the design, manufacture, supply and aftercare of professional apparel, including technical PPE.

Sourcing globally since 1960, Hunter also has a complementary UK fast response manufacturing unit that has a long history in our industry and Hayley Somerscales, Editor of *director-e* was warmly welcomed to the historic city of Derry~Londonderry, to find out how Hunter has been creating innovative designs across all professional apparel sectors for many years.

This is clearly an exciting time at Hunter, with a new more contemporary brand image just launched; a new website, growing recruitment and both domestic and export growth Hunter are now retelling their story to a wider audience which is increasingly global.

Simon Hunter, CDir FloD, Chief Executive Officer, explains: "We are an eighty year old company who can make clothing for all areas of professional clothing. Hunter began as a bespoke tailoring specialist in 1936, but has evolved



into a pioneer in the creation and management of technology driven professional clothing. We can move seamlessly across all sectors and over the years our professional clothing designs created through HunterONE®, have changed how businesses in a wide range of sectors look, but the efficiency of HunterCARE® and HunterPAC® have transformed the way many more operate."

Hunter is ISO 9001/14001/18001 certified and complies with the new ISO 2015 quality, environmental, health and safety standards, and

invests in ethical trading as members of Business in the Community, ETI and Sedex. With a D&B financial rating of '2A1' Hunter is in the top 10% of all UK businesses generating long term financial stability and showing they are a strong company here for the long term. This financial stability allows them to invest in stock which is the platform for service excellence. Indeed Hunter has been planning for its future with recent investments in a multiple new brands, a new website, upgrading its premises, companywide training plans, and with recruitment of 20% additional staffing in 2017 alone. Hunter certainly is not standing still!

hunterONE®

Hunter is genuinely customer centric as shown by its continued investment in its UK manufacturing facilities which allow for service excellence, it is also large enough to cope with larger clients' demands as demonstrated by the winning of multiple major contract management awards





designer to offer the best bespoke design and service. Hunter clearly understands in a deep technical way the products they design and make. Their knowledge is clearly a match for the very best in the industry.

Offering a full range of managed services to clients, Hunter is flexible in its approach and is on hand to give advice with a help desk that offers specialised knowledge and assistance. Hunter's most recent roll out for Virgin Trains typified this client focused approach with the new Hunter uniform launch day being best summarised by the Virgin Trains HR Executive Director as:

"...the best day in my career as Executive Director of HR for the past 10 years..."
Patrick McGrath, Executive Director of HR, Virgin Trains - West Coast

nominated by large scale clients but equally the company is still small enough to care about the details and agile enough to make things happen fast for its clients.

The HunterONE® brand describes how in one company Hunter offer R&D, design, prototyping, manufacturing, sourcing, supply, aftercare and disposal all under one roof, Hunter is a company who can really take you on the entire journey.

CEO Simon Hunter, says: "HunterONE® has a long history of success as a specialist in the design and development of bespoke uniforms for many organisations over the years like current customers Virgin Trains, UK Border Force, London Fire Brigade and Dublin Fire Brigade, or past clients like British Airways, John Lewis, Waitrose, and the Metropolitan Police. Whether we're designing, working with mills to develop new fabrics, testing new materials or working with major international fashion designers, we use our in-depth knowledge of fabrication and fine tailoring to create intelligent uniforms that solve real business problems." The new Hunter website tells the story of these case studies over the years show casing the company's depth of ability.

Hunter put their customer's first saying: "We put 'you', our customer, at the centre of our solution" and source with an eye of a manufacturer and

hunterPAC®

A fully managed service is possible when you have everything and everyone you need in one location. Simon Hunter commented: "We select the best in class players in manufacturing to support us." Hunter deliver clothing all over the world, currently including orders for, Jamaica, Ghana, Barbados, Sicily, Calais, and Saint Helena, and even delivers items to employee's home addresses (over 3000 home deliveries were part of the Virgin Trains roll out). HunterPAC® helps Hunter achieve this with Director Jeff Hunter, saying: "HunterPAC® is our intuitive, multi-award winning tailored online ordering system. It can be used to source, store, select and send professional clothing and personal allocations of items to employees of organisations of all sizes throughout the world."

Offering a smart and secure, professional clothing wardrobe management and fulfilment system,



this web based platform helps Hunter supply and deliver uniforms and other items quickly and efficiently. Simon Hunter explains: "HunterPAC® is a highly efficient, cost effective alternative to the time consuming process of running your own wardrobe and warehouse. By allowing your people to order their own professional clothing and by storing all your items in our secure facilities, we will save you time and money at every level from process to staffing. Every interaction with our system will save you money by being more agile, more intuitive and more user friendly".

Hunter doesn't just source uniform but can also provide other items for businesses, such as, a 'first day at work box' offering a complete closed loop supply chain right through to uniform secure disposal. Hunter's staff triple checks the orders, and then have a digital reading so that



no mistakes are made. This has led to Hunter having an extremely low number of returns and if any issues do occur Hunter can handle them quickly, they also can repair garments, with client permission give garments to other countries charitably or recycle them when needed. One example of a recent success with this platform was a same day fitting and issue of uniform for newly qualified nurses. All new intake staff were measured, fitted and supplied all in the same day, the team at Hunter provided thousands of garments to the wearers with 94.5% of the uniform issued that day with special measures made in the Hunter factory at fast response timings thereafter. This was achieved through Hunters precise service organisation, which was all done on iPads on the day.



hunterCARE®



With award winning leading developments in software technology Hunter are able to offer an 'Amazon' style experience on their new website. Unique in having built their own software code, the Hunter site can flex to suit their customers' individual needs, whilst also saving time and money. Offering a proprietary technology led managed service from start to finish; HunterCARE® is a very sophisticated technology that looks after items even after their sale.

Simon Hunter, said: "With our customisable, easy to use technology at its core, HunterCARE® is the ultimate asset protection system for technical workwear and PPE. Every aspect of HunterCARE® is geared towards improving the wearers' health and safety, lengthening the lifespan of your clothing or equipment assets, while ensuring your organisation meets and exceeds its Duty of Care.

Regular cleaning and maintenance of your assets lengthens their life and keeps them fit for use, fulfilling your Duty of Care and keeping your employees more safe. Our purpose-built, technology driven laundry service is created specifically for the cleaning of equipment or clothing that has been contaminated with hazardous materials like soot, dust, infectious materials, toxic chemicals, blood borne pathogens or carcinogenic fibres."

Contracts

Bringing an intelligent textile approach to uniforms, Hunter provides a fully managed contract service that has received positive feedback from customers and has led to many new contracts

being won. This is seeing Hunter win business increasingly globally with a recent contract win which will see Hunter deliver to addresses across Dublin, Paris, London, Amsterdam, Helsinki, Copenhagen, Brussels, Stockholm, Tallinn and Vilnius.

This year alone Hunter has won contracting across a variety of sectors such as a UK police force framework with 9 police forces having already joined with another 17 forecast to join this year, a new footwear contract for the 3,000+ staff of Northern Ireland Train & Buses, fire fighting PPE contracts for several Irish Fire Services and even niche business such as bespoke trousers for Buckingham Palace.

Contract extensions have also been achieved, including London Fire Brigade and the Home Office with Simon Hunter, saying: "I am delighted and proud to have a new contract with the Home Office. This contract for over 12,500 staff is growing in size and covers a range of Home Office departments. This large client has benefitted greatly from our HunterPAC® managed service."

In 2016, Hunter won 'Highly Commended in The Business Manger Awards' at The Professional Clothing Awards for their work with Border Force. The contract supplied a roll out of 250,000 items and was rolled out to 117 UK addresses in record time. In 2017, Hunter Won 'Best Innovation in IT and Website' at The Professional Clothing Awards for their new website at hunterapparelsolutions.com and has just rolled out the Virgin Trains (West) uniforms using this system. With 3000+ wearers, 20+ items prototyped and 10 new fabrics developed, the new Virgin Train uniform has received some fantastic feedback. Tim Matthews, Uniform Manager at Virgin Trains, said: "I couldn't be more pleased with our new uniforms."

With their recent success at the Professional Clothing Awards and other Award ceremonies, such as the Institute of Directors (Simon is a Chartered Director and was made a Fellow of the Institute having both won Overall Director of the Year and scoring the highest score in the UK in his professional exams with IoD), along with a rise in their contracts Hunter are ahead of the

game. Innovations in our industry are key and Hunter is certainly exploring all the options with its technology lead approach ensuring it has the ability to offer the best service possible. Hunter is using the new marketing strapline "work smart wear" which is explained by board member Roisin Hunter as the Hunter way of saying "we are putting intelligence in the centre of your work wear provision; intelligent textiles, and intelligent technology led value added services".

By developing "work smart wear" across the board Hunter are able to keep up with customer demand and we look forward to seeing more advances from the company.



Simon Hunter, Chief Executive Officer of Hunter speaks to director-e about how they are preparing for Brexit: "Hunter is based in Northern Ireland and we are operating in a border country. Northern Ireland is the only country in the UK with a land border with Europe and the border line is only three minutes from our HQ so we are crossing the border all the time. While we in NI should soon have a 12% corporation tax to allow us to align with RoI, we are still going to open a European division in the Republic of Ireland to allow us to minimise the effect of Brexit. We already have staff, an office, a repair centre, storage and laundry service set up in Dublin and this means when Brexit happens we will have a European trading company so we can still tender within the EU without obstruction."

