



measure for measure

our simple step by step guide
to your school uniform

www.perryuniform.co.uk

Introducing a unique school uniform service from Perry Uniform

Who are we?

Perry Uniform is a school uniform specialist offering a unique school service. We understand the pressures of school and family life. Our aim is to make every aspect of school uniform as easy as possible for the schools we supply and their parents.

We strive to manufacture and supply quality school uniform at sensible prices in a way

that best meets the needs of everyone concerned.

Parents can buy their uniform from us by phone, online or by post 24 hours a day, 7 days a week and have it delivered direct to your home or office. Schools are relieved of the problems associated with managing school uniform.

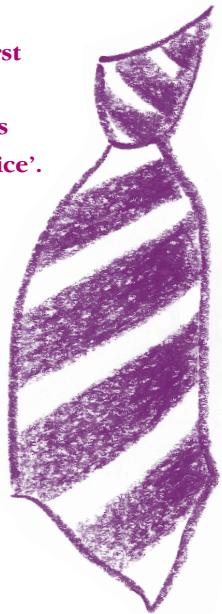
We pride ourselves on the very personal service we offer which puts convenience at its core.

'They provide a first class service ... and quality clothes at a reasonable price'.

Bursar,
Unicorn School

'As a working mum, trying to get to [the uniform shop] was a nightmare ... Perry Uniform make life so much easier'

Kensington Prep
School parent



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We take away stresses and strains

We understand that buying school uniform can at times seem like a nightmare. It can be galling to have no choice in where you have to buy it from, and the act of buying can be a stressful experience in itself, especially if you are a working parent.

School uniform suppliers are often a long drive away, school shops don't always open every day and once you get there the queues often feel as if they last all day, particularly with small children in tow.

At Perry Uniform we aim to alleviate these problems for you. Uniform can be ordered from the comfort of your home at a time of your choice and is delivered to your door. Our staff offer helpful guidance on sizing and each parcel is sent with a free returns label so that items can easily be exchanged or returned at no extra cost.

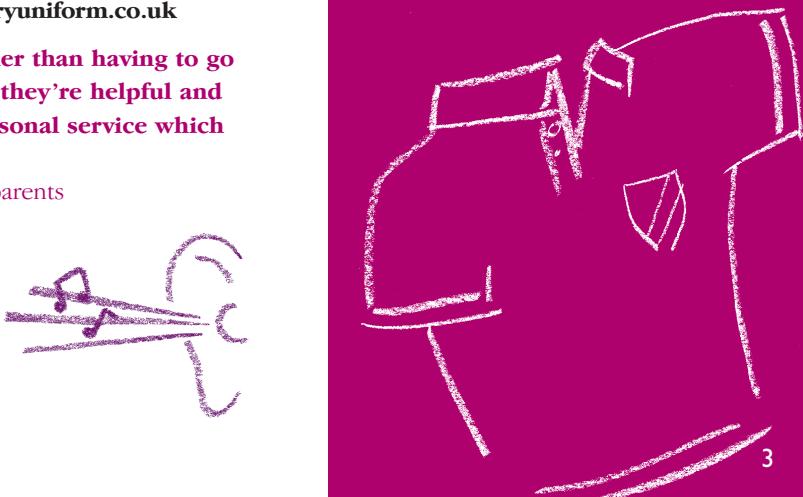
Feedback

Our philosophy is one of partnership, partnership between the school, parents, pupils and Perry Uniform. We strive to improve the quality of our product and the level of service we offer to bring ever better value for money. We want to hear from you, the good the bad and the ugly so please let us know how we can improve by emailing me

charlotte@perryuniform.co.uk

'It's much easier than having to go to a shop' . . . 'they're helpful and offer good personal service which is reassuring'

Falkner House parents



How do we work with parents?

We offer a personal service

Our relationship with you is important. After all, in some cases we could be talking to each other for up to 16 years! Our personal approach means that we know each individual parent and are consequently well placed to offer advice and guidance; we know what you have ordered in the past and we can let you know what size you ordered last time if you have forgotten. We are proactive, we listen, we communicate with you regularly and we will even remind you to order if we think time is running out. Our parents tell us they find this service invaluable and some of them, despite being ardent online shoppers, choose not to use our fantastic online ordering service as they have built up such a good relationship with our staff at the end of the phone.

Why you may need assistance to order the right size

The number of styles that make up a complete school uniform are extensive: from hats, to coats, to sports kit, to socks. While we manage our own UK based factory, we also use third party factories who manufacture to our specification. However, due to the breadth of style range, the unique nature of some styles or the small quantities required, we source a significant proportion of our stock from third party specialist wholesalers who work to their own specification; this means one supplier's 28" can vary to another supplier's 28".

We offer several services to help you to receive the right sizes for your child:

1. Each year we visit your school to offer an in school measuring service by appointment;
2. We have developed i-size. A unique internet based utility enabling you to register your child and their body measurements and leave us to recommend the right size
3. **FREE** returns and exchanges if you are not happy with the size
4. On-line garment size specifications



Getting the most from your uniform

Of all the garments in your child's wardrobe, arguably, it's school uniform that bears the brunt of your child's energy and enthusiasm since they spend more time in school uniform than any other article of clothing; so, on this measure alone, comparing the cost of uniform to the hours of wear you should see great value. However, inevitably accidents do happen! To help you minimise the effects we have included a section on garment care. Where we can, we will repair garments and we can also (in some cases) alter garments. To return the garment is FREE though there will be an alteration charge.

Responsible trading

At Perry Uniform we manufacture many of our garments at our own factory in Leeds. We also work with other specialist manufacturers in the UK and Europe enabling us to offer short lead times and cater for uniforms with any range of sizes.

It also ensures that our supply chain is completely ethical and traceable. We visit our factories regularly and have confidence that no children are exploited to make our garments; something we believe is essential. Please visit our website where we publish a page about responsible trading.

Code of conduct

We are passionate about school uniform. We know it's a subject that can make you very passionate too. As such, we like to set boundaries at the start of the relationship, to prevent passions running high further down the line. And that's exactly what our code of conduct is designed to do. Its designed to tell you exactly what you can expect from us in given situations and highlight what we ask from you in return.

See page 14 or refer to our web site

www.perryuniform.co.uk

We are knowledgeable

We have over 65 years of experience of designing and manufacturing children's clothes and uniform, so we know what does and doesn't work. We offer practical, useful advice on everything from sizing through to wash labels and nametaping.

**'I think they're great,
I like the uniform and
I like the quality'**

Falkner House parent

10 reasons to feel good about school uniform



We know that buying school uniform can sometimes seem like a costly and thankless task. Children grow, clothes that take a bashing 5 days a week, 30-plus weeks a year inevitably suffer wear and tear and not every parent or child likes every element of any given uniform.

That's why we decided to include a question on the importance of uniform in our most recent school and parent survey to see what people really think.

Whilst taste means that not everyone is going to agree on style and colour, amazingly every single parent and every single school were united in their belief of the importance of uniform.

So here are their top ten reasons to feel good about school uniform:

1 Equality

Uniform is a great leveller, it makes everyone equal. Less competition, less keeping up with the Jones', less distractions.

2 Bullying

There is less scope for bullying with a school uniform. Or as one mum so beautifully put it "the starting point is who you are, not what you're wearing".

3 Ease

Mornings become easier. It removes the "what to wear" dilemma.

4 Belonging

Uniform gives children a common identity and a sense of belonging.

5 Practical

It's designed to withstand wear and tear and adventures much better than high street fashion items.

6 Better behaviour

Children behave better when they wear their uniform; it comes with a set of expectations as to what is and isn't acceptable and children behave accordingly.

7 Rules

Children learn the importance of obeying rules even if they don't like them, a valuable lesson for life.

8 Confidence

Children walk taller in uniform. They feel important and proud.

9 Work

Children have a much better attitude to work (and homework!) when they are wearing a uniform.

10 Identification

Uniform gives the school a profile in the community and means children are easily identifiable on school trips.

10 / 40
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How to Order

Our step by step guide to ordering tells you everything you need to know about ordering the right sized uniform for your child.

Step One – Getting started

Please read pages 10 and 11 first where we offer guidance on how to measure your child. Make sure you have your tape measure, school uniform list and credit & or debit card to hand (note: we do not accept American Express or Electron).

Step Two – Measuring your child

Tempted as you might be to skip this step, this is the most important stage. Believe it or not, there is no such thing as a standard garment for a given age group; every manufacturer has its own template. In order to ensure our prices remain sensible we work with a wide range of

suppliers, all of whom work to different sizes. The reason we ask you to measure the height, waist, chest and inside leg of your child is to ensure that you get a size that fits, rather than to be awkward or waste your time. In fact, it will probably save you time in the long run as you'll receive the right size first time.

Step Three – Decide on fit

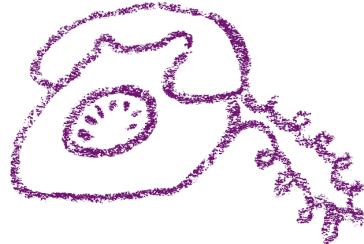
Some parents want a perfect fit with little room for growth, others want items to last as long as possible and are prepared to turn up hems and sleeves themselves to make this happen. If you order the size relevant to your child's body measurements then you will get a good fit. If you would like extra room for growth then we would advise you to call during customer service hours (9am – 5pm) so our team can give you advice on which size to choose. They know which manufacturers come up big and which

small in size so will make sure your child doesn't end up with shorts down to his or her ankles, for example.

Step Four – Know what you need to order

School uniform lists are often quite daunting and it can be difficult to ascertain exactly which items are required for which age group. Our quick order form is designed to simplify this and lists the uniform requirements by academic year. It also lists the product codes for each item which you need if you are booking online or outside working hours on the phone.

To print a paper copy of the quick order form log on to i-size and print from the left hand menu bar on the Family Profile screen using Adobe Acrobat. Complete the form and fax to Perry Uniform



Step Five – Place your order

For your convenience, we offer a choice of 4 ways to order.

- a) www.perryuniform.co.uk
- b) i-size (accessed from the Home Page)
- c) Telephone
- d) Facsimile

We recommend that parents who are new to us call between 9am and 5pm Monday – Friday to take advantage of the expert advice available from our customer services team.

Telephone – 0113 238 9520

Our lines are open for ordering 24 hours a day, 7 days a week, 364 days a year (closed Christmas day)

If you wish to receive advice please call between 9am and 5pm Monday – Friday when our experienced team of school uniform advisers will be able to help you.

Online – www.perryuniform.co.uk

Log on to our web site...

We have TWO web sites. The first is our *home page* and contains extensive information to assist you. This also carries the full catalogue of all our product items categorised by type and arranged by school list for ease of ordering. This site is a fully ecommerce

enabled site and if you know the size you require you can place your order and pay for it using our secure card processing features.



Intelligent Sizing

If you do NOT know the size you require and you are in a hurry to place your order without calling our uniform advisers you can use i-Size our unique and industry leading quick ordering system. To use this system you must register with us and we will verify that you have a child attending a school for which we supply the school uniform. With i-Size you create a family profile and register as many children as necessary together with their body measurements and then use our quick order uniform list to place your order and provide your delivery instructions and card payment. To access i-Size click the link on our home page

Fax – 0113 263 6561

Quick order forms can be faxed through to us on the number above.

Step 6 – Relax, it's on its way

Our standard delivery service is FREE. Where the package is bulky we usually deliver by courier on a next day service and a signature will be required. For less

bulky orders we use Royal Mail packet post which takes 3-4 days and does not require a signature (and can often arrive much quicker than this). If an item is out of stock we will advise you of the expected delivery date. Please inform the customer service team if you urgently need an item so they can advise you of the relevant charge for our next day delivery service.

What if I want to return or exchange it once it arrives?

You have 14 days in which to return garments for an exchange or refund and the process won't cost you a penny. Each order comes with a despatch note with a built in free returns label. Simply fill out the relevant boxes on the reverse of the despatch note, pop it in your parcel and send it back to us using the free returns label. Remember to get a free proof of postage certificate from the post office as we can only replace missing items at no extra cost if you have proof of postage.

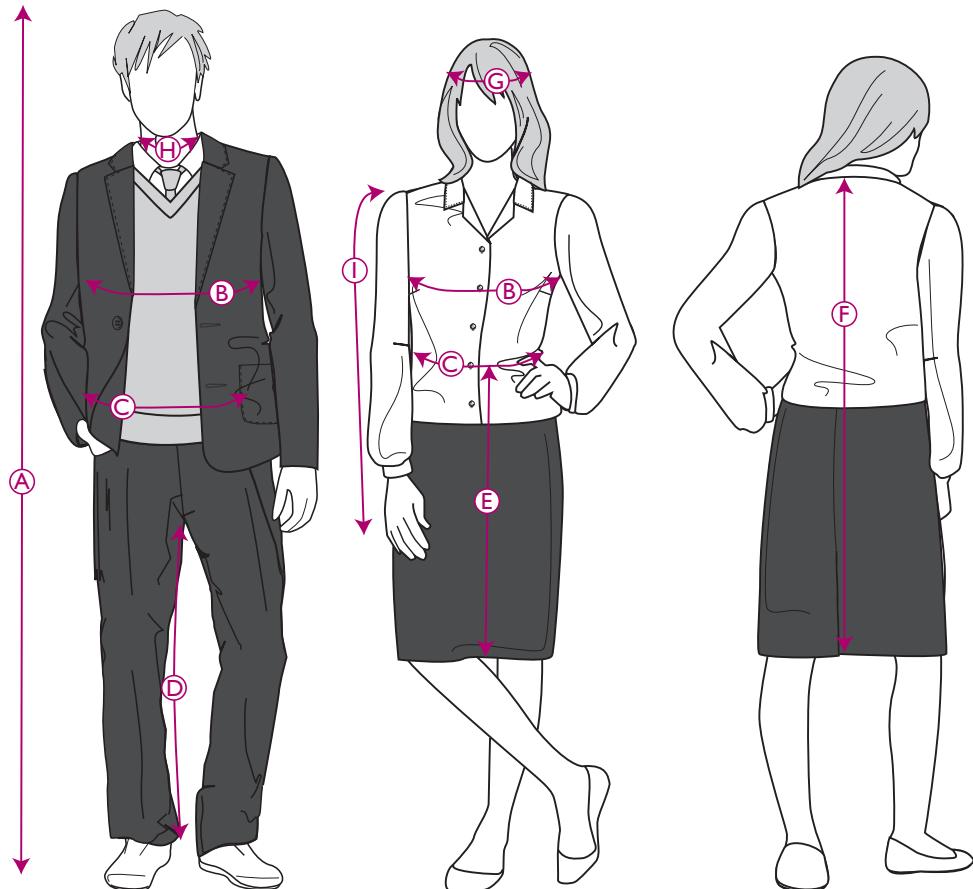
Your school may subscribe to our "In school" returns service whereby you leave your return in one of our special post bags at school reception. *Please note we only accept returned garments if they are unworn and still in their original packaging. This does not affect your statutory rights.*

How to measure

The following instructions and tips should have you measuring with confidence in no time.

General tips

- You will need your child, a measuring tape, paper and pen.
- Make sure your child takes his or her shoes off and removes any bulky items of clothing like jumpers or baggy trousers.
- The measurements should be actual body measurements.
- Do not be tempted to add “room for growth” at this stage, our advisers will help you with that later.
- If you want to make sure that the measurements you have taken are correct, please visit our website and watch our on-line measuring video.



A Height

- It helps to do this against a wall or door frame
- Ask your child to stand straight, shoulders relaxed, flat on their feet
- Make sure he or she is looking straight ahead and not leaning back
- Measure from the base of the feet to the crown of the head

B Chest

- Make sure your child has removed any bulky jumpers or clothes, you need a body measurement
- Ask your child to have their arms hanging loosely by their sides
- Measure round the body at chest height underneath the arms

C Waist

- School uniform is not designed to be worn in line with low-waisted/hipster fashions, you need the natural waistline
- Make sure your child has removed any bulky items as you need a body measurement
- Measure around the natural waistline, just above the hip bone

D Inside/outside leg

This is only required if ordering trousers.

- Measure from the top of the inside leg to the floor
- Measure from the natural waistline to the floor for the outside leg measurement

E Skirt length

- Obviously this is only required for girls!
- Measure from the natural waistline to the approximate length you require (usually on or below the knee)

F Dress length

- Another one for girls
- Measure from the nape (base) of the neck to the length you require the dress to be

G Head

- Measure round the circumference of the head just above the brow

H Neck

- Measure round the neck with two fingers between measuring tape and skin

Please indicate whether measurements are in:

centimetres or inches

Child name	
Date of measurements	
Height	
Chest	
Waist	
Inside leg	
Outside leg	
Skirt length	
Dress length	
Head	
Neck	
Shoe size	

Garment care

We have sourced the most suitable yarns and fabrics possible to enable you to have a garment that will last a long time and give great value for money. We have spent a lot of time and effort ensuring that the garment reaches you in the best condition. From the point of purchase, responsibility for maintaining quality is passed on to you. This advice guide is provided to help you get the best wear from your garment.

To get the best wear from your uniform take care...

To help you care for your garment we have listed the issues most commonly cited by customers together with an explanation as to how these issues arise. More often than not these issues are caused by incorrect care of the garment rather than any kind of manufacturing fault.

Pilling & Bobbling

Pilling - it's not a manufacturing fault! Any knitted fabric is likely to pill. We offer guidance to reduce the chance of pilling but

it may help to understand some of the causes of pilling:

- External friction: movement against another fabric, or object (eg. a school back pack, rough chair or wall)
- Washing the garment at an incorrect temperature or with other garments
- Tumble drying the garment at too high a temperature

Some garments appear to have a "nap" on the surface - best described as "fluffed up". This is caused by loose fibres from the yarn coming to the surface of the garment. The yarn in these cases is slightly hairier than usual. After a period of wear and washing the hairs disappear. The process is similar to the surface of a new carpet when it has first been laid, the loose fibres come to the surface and are vacuumed away.

Special care when washing and drying at this early stage in the garment life is important. Once these fibres have washed out the garment is unlikely to pill again as long as

you follow the care guidelines. Carefully brushing, cutting or picking off the loose fibres can remove these bobbles. Once this has been done the bobbles shouldn't reappear.

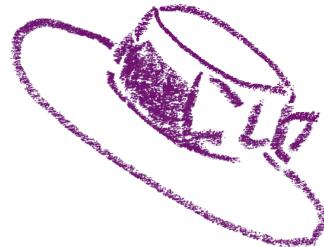
Shrinkage

The two biggest factors contributing to shrinkage are too much heat and too much agitation. The solution to this problem is simple, do not wash at too high a temperature and take care when selecting the washing cycle on your machine.

Always follow the care instructions provided with the garment (see the washing tips for more explanation on wash symbols) and check the washing cycle information.

Colour Transfer

The best advice is to wash like colours together and never leave damp garments together for any length of time.



Accidents do happen

Colour Loss

This can be caused in two ways. Firstly, sunlight can be very destructive to fabrics and dyes, the damage that the sun does is irreversible. Reduce the exposure to direct sunlight whenever possible, particularly during storage. Bring clothes in from the washing line as soon as possible on very sunny days.

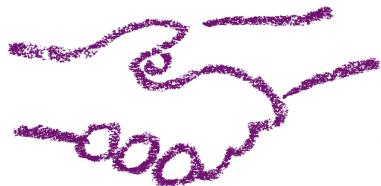
Shiny fabric

This is caused by over pressing. The man made fibres in the fabric cannot stand the heat of a hot iron and will degrade if heat is applied. We would not recommend ironing garments with a high man made fibre content but if you feel that the garment requires ironing use a very cool iron and iron the garment inside out.

So what are the guidelines for dealing with a stain?

- First rule – Act QUICKLY
- Identify the stain and fabric
- Remove insoluble stains before washing
- Try the simplest remedy first.
For example: rinsing stains immediately in cold water.
Do not use hot water to rinse stains as this can set the stain in the cloth fibres
- Test the process on an unseen or less obvious part of the garment first
- If the fabric and other components are suitable, pre-soaking can be very effective
- Use biological detergents for protein stains such as blood, gravy, egg yolk or milk
- When using a solvent, work from behind the stain (the wrong side)
- For optimum stain removal wash at the highest suitable temperature (as outlined on the care label)
- Always follow the manufacturers recommendations when using a commercial stain removal agent
- Never soak wool or leather or garments with metal fasteners or special finishes
- Try not to rub the stain
- The use of chlorinated bleach (e.g. general household bleach) is not recommended for clothing and should never be poured directly on to fabric

Code of Conduct



1 Our commitment to you on the phone

- We will answer the phone promptly, we don't like queues either
- If we call you we will always check that's it's convenient to talk
- If it's not convenient, we will call you back when it is
- If there is a problem, we will listen to what you have to say
- We will also ask questions as we want sufficient information to be able to resolve the problem as quickly as we can
- If we have done something wrong, we will always apologise
- We will respond positively and constructively, doing our utmost to resolve any problems
- We will always remain polite, calm and reasonable

What we ask in return

- That you remember that we are human; unfortunately mistakes do happen, and delays do occur, often for reasons beyond our control

- That you also remain polite, calm and reasonable on the phone. Our staff take great pride in working for Perry Uniform and their wellbeing is important to us. We reserve the right to terminate telephone conversations that are threatening, aggressive or abusive.

2 Our commitment to you with refunds and exchanges

- We will provide you with a free returns label for every order
- We will offer a complete refund, no questions asked, providing the goods are returned within 14 days unworn and in their original packaging with a completed dispatch note
- Refunds will take no longer than 7 working days
- We will send out exchanges at no extra cost

What we ask in return

- That you obtain a free proof of postage certificate from the Post Office for items sent back. In the unlikely event of an item going missing we can only replace it at no additional cost with proof of postage

- That you take responsibility for ensuring all names are spelt correctly on personalised items such as printed named bags, name tapes/labels as we are not able to offer a refund once they have been printed. If in doubt please send us the names in writing via email (info@perryuniform.co.uk), post or fax.
- If you want to return after 14 days please telephone first

3 Our commitment to you should garments be faulty

- We will make every effort to deliver school uniforms of a good quality at a sensible price
- We will regularly test our fabrics using experienced machinists to ensure that they are suitable for the everyday use to which school uniform is subject
- Although we may not be legally obliged to replace an item that has been damaged after it has been worn, we will consider individual cases on their merits providing you genuinely believe the garment is faulty and it has been worn for less than one month since purchase

- Whilst we consider fabric and stitching defects to be genuine faults, we do not class items damaged due to incorrect washing procedures or accidental wear and tear in the same way
- If you do believe a garment is genuinely faulty and follow the steps outlined below, we will investigate the matter thoroughly
- In our investigation we will talk to you to ascertain how the fault was discovered and what causes you have eliminated
- If appropriate we will then invite you to send the item back to us
- We will send the garment to be tested (this may take up to 4 weeks)
- If the damage is due to incorrect washing processes or accidental wear and tear, the item will be returned to you with a full explanation, and no refund/exchange will be given
- If the damage is due to fabric or stitching defects we will contact you by phone to agree how to resolve the matter to your satisfaction
- We will always act with complete integrity if something goes wrong

What we ask in return

- That you call us to report your concern BEFORE sending a worn item to us
- That you conduct your own investigations as to what happened
- That you also act with integrity; pockets torn during playtime football are not a design fault, nor are shrinkages that occur when items labelled 'wash at 40 degrees, do not tumble dry' are subject to higher temperatures and a stint in the dryer

4 Our commitment to protecting your data

- We will only send you information from Perry Uniform
- From time to time we make our mailing list available to suppliers of products that may be of interest to you. If you would prefer not to receive such mailings please tick the box on the registration form

What we ask in return

- That you inform us of any change of address or contact details

5 Our commitment to a personal service

- We will always strive to be professional, polite, friendly, honest and efficient in our dealings with you
- We will offer expert guidance on all aspects of school uniform
- Our advice on sizing will always be helpful and with your best interests at heart
- We will keep a record of your previous purchases and our past conversations so that we can offer advice based on personal knowledge of you and your child
- We will always make the maximum effort to get your items to you as quickly as possible

What we ask in return

- That you measure your child as requested so that we can give you accurate advice on sizing
- That you tell us if you are in stressful circumstances. It's not that we want to pry; it's just that we genuinely want to offer the best service we can. We know how demanding family life can be and it might be that we could find a way to make the uniform part of life much easier



**school uniform made easy
available 24/7 365 days a year
a phone call or key stroke away**

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