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J ROSENTHAL & SON

**DIRECT FROM
OUR DIRECTOR**

Welcome to the second J Rosenthal & Son newsletter

The year is flying by, and it's hard to believe August is already here. So much has happened since the last newsletter. There have been huge changes within the country with the recent EU referendum vote which have impacted us all. However, despite the post - Brexit currency situation and the increase in raw material prices, Rosenthals remains loyal to our ethos to offer the best value to our customers. We are committed to ensuring any changes to the economy are dealt with in the manner that has the lowest impact to our offering and ultimately our customer's businesses.

There are plenty of positives in the pipeline over the coming few months. We have a range of great showcase events approaching. Initially there is the AIS show at the beginning of September. This event will be a great opportunity not only to promote our brands and our products but also, to see plenty of familiar faces. We are thrilled to be launching a new Racing Green collection, which continues to thrive as a contemporary, designer range. Our Dreams & Drapes, Curtina, Appletree & Fusion brands will also feature new collections packed full of beautiful prints and weaves, as well as our latest seasonal promotional offers.

Closer to home, and only a few weeks after AIS, we are proud to participate in the Brands at Home event. We will be delighted to welcome our customers to visit us at our Manchester showrooms to view our brand new SS17 collections.

Leaf through the following pages and you'll be brought up to speed on everything that's going on in the world of Rosenthals. Features include an introduction to our new Sales Director, an update on our upcoming collections and an introduction to our new online portal and insight into our latest trend updates.

So far, 2016 has been a challenging but successful year, and we're looking forward to carrying that momentum into the next few months. As ever, if you have any ideas, thoughts or suggestions, we would love to hear. We will be circulating our final newsletter of 2016 around November time, so please feel free to get in touch.

Yours truly,

Steve Potter
Steve Potter,
Commercial Director



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THE AIS LINENS SHOW

7th & 8th
September 2016



AIS is one of the biggest events of our calendar year, and 2016 is set to be special.

This superb gathering sees visitors from all over welcomed by industry leaders offering their new collections. The show itself brings together over 40 of the country's leading brands and will this year take place at the wonderful Cranmore Park. Featuring fantastic facilities, easy access and excellent hospitality, it's not to be missed.



DAY 1:

Wednesday 7th September 2016 (members only) - 8.30am to 6pm



DAY 2:

Thursday 8th September (open to members and non-members) - 8.30am to 5pm



**FREE
LUNCH**



**FREE
ADMISSION**



**FREE
REFRESHMENTS**



**FREE
PARKING**

RACING GREEN

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LONDON



ADDRESS:

Cranmore Park Exhibition Centre
Cranmore Avenue
Shirley, Solihull
West Midlands
B90 4LF

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BRANDS AT HOME

*Mon 26th - Wed 28th
September 2016*

Our second big event of the month sees us open our doors for the first preview of our SS17 collections.

From 26th – 28th September, we'll be throwing open our showroom doors and all are welcome to a first viewing of our Spring Summer collections for 2017.

Also joining us for the event are Gordon John, Rectella and Tyrone textiles, who will be showcasing their new product ranges. To top off what should be a great few days we will join together to host a gala dinner at the Marriott Hotel in Worsley, a beautiful venue that we hope will provide the perfect place and opportunity for us to get together and relax for a fun filled evening.

YOU ARE
Invited



EVENTS:

Launch of Spring 2017 - Mon 26th - Wed 28th September
Gala Evening - Tue 27th September



ADDRESS:

Worsley Park Marriott
Hotel & Country Club
Worsley Park
Manchester
M28 2QT

**IT'S OUR PEOPLE
WHO MAKE US
PROUD**

Introducing Alan Jamieson, our new Sales Director



*Alan
Jamieson*



INTRODUCE YOURSELF IN LESS THAN FIFTEEN WORDS...

I'm a resilient individual, I'm solution focussed and I operate with a strong sense of fairness.



WHAT MAKES YOU WEEP?

People who point the finger and try to apportion blame, rather than working together to find a solution and learn from the experience.



HOW LONG HAVE YOU WORKED FOR J ROSENTHAL & SON?

I'm just over 3 months into my role with JRS, and it's fair to say the start has not been textbook! After only 6 weeks I broke my leg (it wasn't work related) and since then have been on crutches. An interesting initiation to say the least.



WHAT ATTRACTED YOU TO J ROSENTHAL & SON?

It's a business with over 100 years of heritage and very strong design credentials. I was excited by their forward-thinking approach to business and the complete focus on their customers needs.



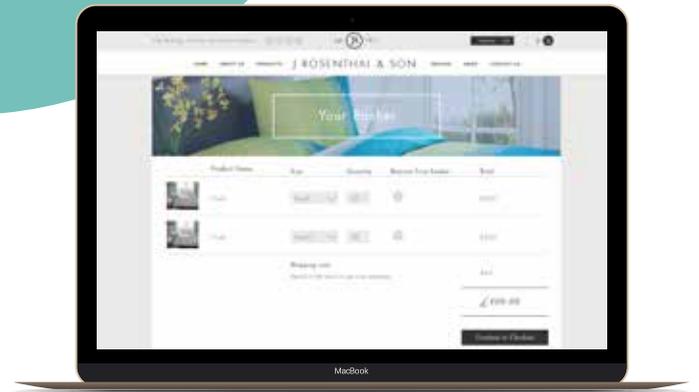
WHAT MAKES YOU PROUD?

My daughters make me proud, their achievements, values and grit in the face of adversity.



WHAT DO YOU HOPE TO BRING TO THE TEAM?

Motivation, drive, a simplified approach and FUN!



**NEW PORTAL,
NEW POSSIBILITIES**

We are thrilled to announce the launch of our new online portal system which will be rolled out later this Autumn



Simple to use

Our new online portal is designed to be simple, straightforward and easy to use, allowing our customers to order and track products at the touch of a button. This upgrade comes as part of an extensive programme of innovation.

We're always looking to add value and make our customers life more streamlined and simple, so this new portal is the next logical step on that journey. The new portal is in development and will be rolled out later this year.

BENEFITS



Up to the minute stock updates



Latest price information and offers



Freedom to place orders at a time that suits



Simple sign up and easy sign in



Simple effective product search



Online ordering



Supply product and care information



Filter addresses



Get in touch

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INTRODUCING OUR NEW RANGES...

Dreams & Drapes



The elegant, classic designs of the 'Dreams and Drapes' make up our largest bedding range. The new collection features an array of eye-catching botanical designs, vintage inspired distressed floral patterns and both oriental and ethnically influenced prints.

The range is packed full of beautiful colours and tones that are perfectly on trend and will create a stunning addition to any room design. Dreams and Drapes is well suited to a diverse audience and offers exceptional quality and value.



Appletree

FINE FABRICS SINCE 1770

Appletree

Now in its fifth season, our Appletree range of 100% cotton printed bedding continues to grow from strength to strength. The new collection is no exception. Featuring an array of designs including

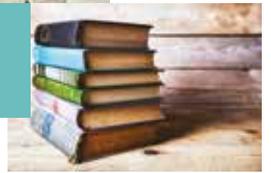
distressed damasks, watercolour florals and "Skandi" influenced prints that can be fully accessorised with reversible cushions and bedspreads. Appletree has something that appeals to every taste and every pocket.

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INTRODUCING OUR NEW RANGES...

Racing Green



RACING GREEN

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Racing Green is a leading modern brand, focussing on on-trend contemporary designs and premium quality. With beautiful ranges in the latest collection like Alnwick, Romney and Hartford Stripe, this is an extremely stylish and accessorised range that comes with a great selection of complementary cushions.

Powered by the stylish nature of the well-known brand, a 100% cotton promise, and with a range of innovative designs and styles, Racing Green is a collection with a difference. We will be showcasing this range as a dedicated offering at AIS this year and are really looking forward to sharing the range with our customers.

*We are delighted to be showcasing the full collection
at AIS and Brands at Home in September.*


SIGNATURE COLLECTION


DREAMS & DRAPES

RACING GREEN
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LONDON

Serene
SLEEP IN SERENITY

Appletree
FINE FABRICS SINCE 1770

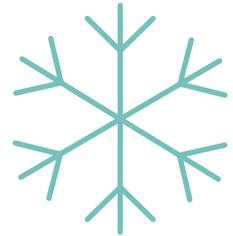
Est 1911
Nineteen11
HOME

mason
gray

Curtina.

F U S I O N
printed bedding





WHAT'S HOT FOR WINTER DESIGNS...

At Rosenthal, we work hard to stay ahead of the trends and our winter collection is no exception.

Ethic fusions

Navajo meets Moroccan tile print to create this ethnic fusion trend. Tassels, enzyme washes and yarn dyes compliment this look as do linens and woven's.



Feathers are still a popular motif alongside hand drawn foxes and birds. Subtle uses of edging and fringing create rich textures alongside a palette of neutrals, mustard, stony blues and aquas.

It's, modern and stylish and has a chance to convert those who would usually keep it plain and neutral.

Modern and fresh...

Impressionist. Indistinct, simple, modern florals are rejuvenated with bright colours and painterly brush strokes. The look is quirky and youthful but can be softened with keeping prints simple and using a pretty pastel palette accented by blacks and navy's. Peaches, lilac and bubblegum make this a bright fun trend appeal to a wide audience.



A new look for florals

Floral Folklore..

Florals meet folk using bold colours and thick brush strokes. Hints of Scandinavian pattern and bold chunky mark making create a fresh contrast and a bold new look for SS17. The fresh and lively colour palette of ochre's, coral and teal are key to this story.



Making a mark...

Mark Making. This is a bold artistic trend influenced by Art, Graffiti and Geological textures. Core colours include black, charcoal and grey and accent colours range from coral, blush, teal and aqua.



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FUSION FACELIFT

*Stylish New Branding
& Packaging*

Fusion continues to be an excellent range for stylish design at amazing value, and we are excited to announce the new stylish and modern branding.



F U S I O N

printed bedding

Stylish new packaging provides a modern platform for the Fusion brand and is the perfect backdrop to showcase the fantastic range of designs.



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INTRODUCING OUR NEW RANGES...

Seasonal - Christmas

It is hard to believe that Christmas will soon be upon us, when it feels like we are still in the heart of summer.

But last week one of London's largest designer department stores opened its Christmas floor and restaurants are already taking bookings.

We are very excited to launch our first seasonal offering and the new Rosenthal Christmas designs are already proving a great hit. This range of seasonal bedding and cushions offers both subtle, classic designs and a range of fun contemporary prints. All products are available for pre-order but hurry, stocks are selling fast.



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**THE
CURTAIN CALL**

*Got a news item or feature we should cover?
Let us know!*

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