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J ROSENTHAL & SON

## *Welcome to the latest J Rosenthal & Son newsletter*

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Every year, the speed with which the festive season comes into view never fails to amaze. It's been such a busy year, and it's hard to believe we're already into the final quarter.

One of the year's key events at the beginning of 2017 was the launch of our new customer portal, a development that has been very well received. By enabling easy online ordering, it helps drive greater efficiencies with feedback indicating that customers have benefited from its simple, streamlined approach.

In the last newsletter, I mentioned the work we have been doing on the Appletree range. Since then, our team has continued working hard on new designs under this reinvigorated brand, and we have been pleased at the response. Features in publications like House Beautiful and Period Homes have given Appletree a real chance to shine as the brand goes from strength to strength.

In September, the AIS linen show was a great opportunity to meet some familiar faces and plenty of new ones too, and we were very proud to be named as one of the best stands at the show.

More recently, we also enjoyed a successful Brands at Home event, and were delighted with the great feedback we received.

As always in our newsletter, we like to put faces to our team members' names, and this time round I'm pleased to introduce Janet Westwell who runs our warehouse and distribution services.

Finally, as Christmas approaches, we would like to wish all our customers a busy and successful final quarter. I hope you enjoy reading this newsletter, and do please get in touch with any comments, ideas or other feedback.

[salesadmin@jrosenthal.co.uk](mailto:salesadmin@jrosenthal.co.uk) / 0161 723 0505

*Steve Potter*  
Steve Potter, Commercial Director



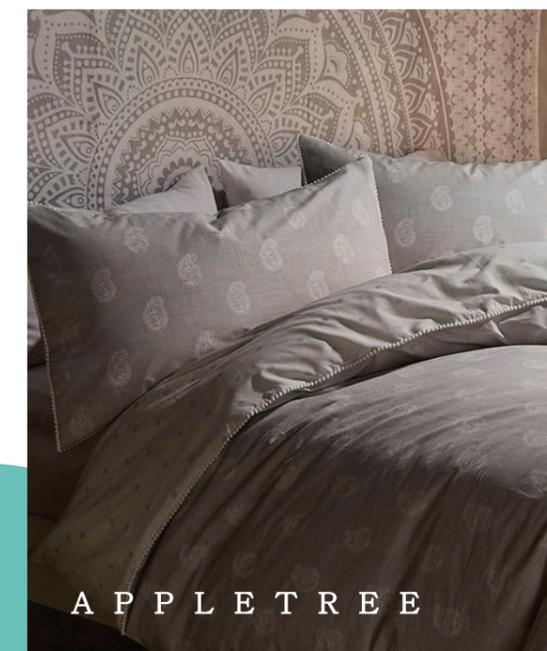


# Curtina

## BRANDS AT HOME

Last week we were delighted to welcome retailers from all over the UK to the J. Rosenthal showroom for our annual Brands at Home event. It proved to be a great chance to catch up with our customers, and we received plenty of valuable feedback during what was a busy but productive week.

Brands at Home is a regular fixture on the calendar, and is an opportunity for us to link up with other textile suppliers based in the North West in order to showcase our collections. Last week, the focus was on Spring and Summer 2018, with customers having the opportunity to see a variety of collections in one compact area.



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DREAMS & DRAPES

## OUT AND ABOUT AT THE LINENS SHOW

As always, we really enjoyed taking part in AIS (or 'The Linens Show') back in September. held at Cranmore Park in the West Midlands.

We were honoured to receive the second place award for best stand at the event. To have our hard work recognised in this way really was the icing on the cake.

We were particularly pleased to show off the depth and quality of our Appletree and Racing Green ranges, as these respected brands always attract plenty of positive feedback.

The AIS Show is always an enjoyable couple of days with a wonderful friendly spirit in evidence among both guests and suppliers. This event was no exception, and we are already looking forward to the next one in 2018.

**February 27<sup>th</sup> and 28<sup>th</sup> are the dates for your diaries.**

We were proud to display a number of new designs from SS18 including:

- Dreams & Drapes
- Fusion
- Appletree
- Racing Green
- Bedlam Kids



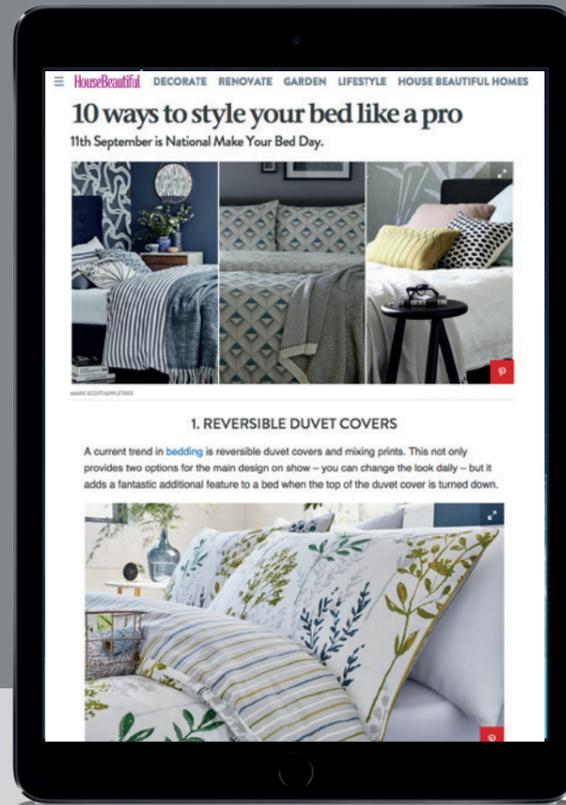
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## APPLETREE UPDATE

Recent months have seen us working hard on our Appletree ranges, and judging by the feedback we are receiving from both retailers and customers, this is a brand that is continuing to impress.

We have had some great PR, with features in House Beautiful and Period Homes helping to show the World what this renowned brand has to offer.

# HouseBeautiful



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**SNEAK PEAK!**  
*New SS18 Collection*



As part of our campaign to raise brand awareness and keep spreading the word, we have been running some fun and engaging competitions on social media. For instance, our Battle of the Bedlinens invites customers to name their favourite Appletree design story, with bedlinen sets worth around £135 available for four lucky winners.

To keep up to date with all the latest Appletree news – as well as information about our other collections and ranges – don't forget to follow us on social media.



The new SS18 range will also be supported with PR and social activities, a stylish look book and in-store POS, so the Appletree name is sure to continue attracting attention.

This new range features some beautiful colonial-inspired designs, and we are pleased to be able to give you a sneak peek at the wonderful styles that will be on their way in the New Year.

# APPLETREE

# TREND UPDATES

*Colour trends for 2018*

2018 designs will take us travelling the globe, embracing styles and textures from influences such as Asian and Moroccan cultures.

Colours are soft, styles are relaxed and the combined effect creates a feeling of rustic luxe. Stark styles are gone, hardware replaced with softer metallics such as brushed nickel and bronze.

Don't be afraid to mix and match - 2018 styles embrace combination and provide great opportunity to experiment.

*Dulux Colour of the Year 2018*

*'Dulux's colour of the year for 2018, Heart Wood, is incredibly versatile, and connects beautifully with the accompanying trend palettes for the year ahead. Providing the comfort and reassurance we're all seeking, it's the perfect antidote to the mood of the moment – channeling a real sense of calm and warmth'*

Rebecca Williamson, Dulux senior colour and design expert



*Our highlights from Pantone's Spring 2018 Fashion Colour Trend Report*



**PANTONE 13-0646 Meadowlark**

*The bold and lively Meadowlark, a confident and outgoing bright yellow shade highlights the Spring 2018 season, glistening with joy and illuminating the world around us.*



**PANTONE 17-1929 Rapture Rose**

*Romantic and affectionate Rapture Rose is an artful rosey red that brings a flirtatious charm to the Spring 2018.*



**PANTONE 15-1520**

**Blooming Dahlia**  
*With its seemingly suggestive scent, the subtly alluring Blooming Dahlia beckons us with its understated appeal.*



**PANTONE 15-1214 Warm Sand**

*Warm Sand is a comforting neutral shade that effortlessly connects the seasons.*



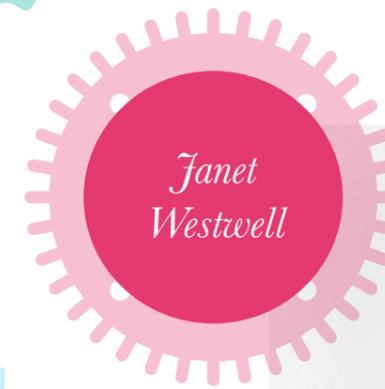
**PANTONE 19-4034**

**Sailor Blue**  
*The navy like Sailor Blue anchors the palette.*



**POWERED BY THE PEOPLE**

*Introducing Janet Westwell, Distribution Manager*



*Janet Westwell*



**INTRODUCE YOURSELF IN LESS THAN FIFTEEN WORDS...**

An innovative team player with a pragmatic approach to problem solving and operational challenges



**HOW LONG HAVE YOU WORKED FOR J ROSENTHAL & SON?**

16 years. I started at 8.27am, on Monday 14th May 2001. It was raining!



**WHAT MAKES YOU PROUD?**

On a personal basis seeing my children develop into caring and capable young adults with strong values who appreciate and respect others. Although, as they are now both teenagers they alternate between making me proud and driving me to distraction on a daily basis!



**WHAT MAKES YOU WEEP?**

The rising suicide rates in the UK.



**WHAT ATTRACTED YOU TO J ROSENTHAL & SON?**

The opportunity to work for a family owned Company and where I felt I could make an impact. I was excited at the prospect of becoming part of a well established team that had complete focus on customer service.



**WHAT HAS BEEN YOUR GREATEST SUCCESS HERE?**

Driving operational changes and developing the team to provide a warehouse and distribution service to the business, that operates smoothly and efficiently.



**WHAT ARE YOU LOOKING FORWARD TO NEXT YEAR?**

Developing and hopefully extending the site to allow us to focus on offering a next day service to a wider group of customers.



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

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