

MEDIA RELEASE



PROTECTING THE WORLD'S
FIREFIGHTERS

BRISTOL CONFERENCE ATTRACTS RECORD DISTRIBUTOR RESPONSE

Held every two years, Bristol's Distributor Conference is the prime opportunity for appointed distributors from around the world to meet in Bristol for three days in the summer to discuss their businesses, markets and ambitions and to be briefed on a range of technical developments in fibres and fabrics, product developments, standards and planned new product introductions.

With customers in more than 110 countries, Bristol's international trade interests are promoted and managed locally by more than 70 specialist distributors appointed for their knowledge of local markets and experience of working with key decision makers in both the public sector and industrial markets.

Regular contact is maintained with distributors at the many international and national fire shows held each year in most regions of the world. Bristol supports a number of the largest international shows to which local distributors invite customers and prospects. Our international sales managers also lend their support to many distributors who exhibit at national trade shows. All these venues provide valuable opportunities to feel the pulse of key markets and reinforce the strength of our brand amongst fire chiefs and industrial specifiers and buyers.

The biennial conferences, however, provide distributors with a unique opportunity to be briefed on technical and commercial developments by Bristol's own technical and sales teams as well as speakers from key suppliers. This year, a record number of representatives from 46 distributors will be in Bristol to share information about their local economies, market conditions and competitor environment in the 43 countries in which they actively promote our combined interests. With four months still to go before the conference is held, well over 50 delegates have booked to join us in June.

Roger Startin, Bristol's joint managing director, commenting on the enthusiastic response, commented, "We have worked hard over many years to build a network of committed distributors whose experience and expertise we have come to rely on to build the Bristol brand and set up new business opportunities. The strength of support for our conferences from representatives who travel thousands of miles to be part of our three day event is testament to the value they place on being part of a leading international business".

For more information about Bristol Uniforms or Bristol's managed services please contact either:

Roger Startin, Bristol Uniforms on 0117 956 3101 or email roger.startin@bristoluniforms.co.uk
or Richard Storey, RSL Associates on 07970 863251 or email richard@rslassociates.co.uk

7 March 2014 final (FTP)

Ends

Editor's note: Bristol Uniforms Ltd, founded in Bristol in 1801, has been, and remains, the UK's leading designer and manufacturer of protective clothing for municipal and industrial firefighters both in the UK and abroad with around 50% of sales being exported to over 110 countries across the world. The Company, which also supplies specialist PPE for other emergency services including the police and ambulance service, employs over 100 people.