

RYALUX

August 2015

Dear Customer,

Over the last 12 months, we have continued to significantly invest in our ranges, and we very much appreciate the positive reaction they have received.

During that time we have been one of the most proactive manufacturers in the industry, with most of our ranges having been refreshed. We believe this is essential, as, despite some signs of an economic uplift, the market remains challenging, and only by providing great value ranges, with on trend colour palettes, will we together be able to meet the needs of our customers.

I have detailed below just some of the work we have done during the past 12 months.

- Introduced a 104 standard colour palette for Ultimate Twist.
- Added stain protection and mothproof treatment to all Ultimate ranges.
- Relaunched Desert Tones, our premium 3 ply New Zealand wool loop pile range, with a new colour palette, and the addition of stain protection and mothproof treatment.
- Launched Natural Tones, a 50oz twist range, with a colour palette to complement our Desert Tones range.
- Relaunched Ryasilk, our premium 2 ply New Zealand wool saxony range, with a new colour palette, and the addition of stain protection and mothproof treatment,
- Relaunched Period Velvet, our classic New Zealand wool velvet range, with an updated colour palette, which is both stain protected and mothproof treated.
- Launched several own brand ranges, providing our customers with great value products which offer real protection against losing orders, and maintaining margin.

The next 12 months will see even more exciting new developments, including;

- All Pownall ranges will feature stain protected and mothproof treatment, making them even better value.
- Launch of a 104 standard colour palette for Ultimate 18 Velvet
- The update of Ultimate wall units to feature the standard colour palettes of both Ultimate Twist and Ultimate Velvet.
- All Ultimate ranges will be available in any width to 9 metres (currently 7 metre) so even the widest of rooms can be fitted without the need for a join.

Despite significant wool price increases, and negative exchange rate movements, our Ryalux prices have remained unchanged since 2012. We have worked hard during that time to negate the need for an increase, but do need to announce a small increase on our RYALUX ranges of only 3.2%, based on our pricelist dated October 2014, as well as any agreed net prices. This will take effect for all orders placed from 1st October 2015.

Thank you for your continued support.



Darren Longden
Commercial Director