



**QUARTER FOUR**  
OCT - DEC 2025



# WHEN NATURE PUSHES, WE PUSH BACK.

Q4 OFFER:  
SIX INCREDIBLE GIVE THE GIFT  
OF XPERT DEALS FOR WINTER

Meet the **HUTTON WINTER SPECIAL**  
Complete boot bundle with **FREE** winter bonus

**THEY'RE BACK!** JR. BUNDLES  
Waterproof & workwear pre-packed bundles

**TRADE EXCLUSIVE!**  
Raptor Honey £30 off for end users

**SOCK AND ROLL**  
Core work sock + free display deal

**MAKE THE MOST OF WINTER**  
Marketing, Sales & Business tips  
to maximise your profits this winter



# FOR THE WINTER ZONES

# MESSAGES FROM THE LEADERSHIP TEAM



**Glenn Patton**  
Managing Director

After a record Q3, we're excited about the opportunities in Q4. This publication highlights this quarter's campaigns designed to drive fast turnover and strong margins throughout this key

selling period.

2025 has been a milestone year for Xpert: 10 years of the brand, a strengthened UK team, and a new HQ—putting us in the best position to support you.

Our growth is thanks to retail

partners like you. Your feedback shapes our products, and your commitment keeps us focused on better service every day.

This quarter is about finishing strong, and our team is with you all the way. Thank you for your continued partnership.



**Rueben Quinn**  
Sales Director

A big thank you to all our fantastic customers for your support throughout 2025 so far. It's been an exciting year of growth and transformation

for the Xpert brand. While the unusually dry spring and summer made hitting our growth targets more challenging than expected, we've continued to grow strongly in Ireland, and our expansion in Great Britain has been especially exciting. As we enter Q4—our

key selling season—we're committed to raising our game, helping our customers maximise every opportunity, and carrying the strong momentum of Xpert forward into 2026.



**Mandi Fisher**  
Head of Finance

Every transaction, every order, every partnership matters to us. From the Finance Team, thank you for being part of what we're building. Your business keeps

us moving forward, and we don't take that for granted.

We've streamlined invoicing, improved payment terms, and made our systems work better for you this year. Behind every number is a partnership, and we're commit-

ted to making sure the financial side of working with Xpert is straightforward and reliable.

Here's to more wins, more growth, and a future full of opportunities. .



**Jack Willoughby**  
Head of Brand & Marketing

A lot has happened this year. New HQ, brand transition to Xpert, new Trade Portal design. We've made changes that matter, and the response from partners has been great. Our communi-

cation is sharper, our systems work better, and we're set up to support you properly.

GGX lands this quarter, and it's our chance to finish the year strong. We've built the campaign to move stock fast when demand is highest.

Next year brings developments that will aim to position Xpert as the leading workwear brand in agriculture. Better tools, stronger support, and real benefits for retail partners. When you succeed, we succeed. That's how partnerships should work.



**Darren McMullan**  
Head of Supply Chain

As 2025 nears its close, it's hard not to feel a deep sense of pride in everything this year has brought for Xpert. We've added 14 new products to our range... and there's still more to come be-

fore the turkey hits the table!

I'm very passionate about product development, and one standout project was January's launch of the FORGE Dealer Boot. Waterproof, tough, and long-requested by loyal customers.

Finally, when asked "Do you do a waterproof dealer boot?" we can answer YES!

Our team is continually developing and refining our product range, and were grateful for our loyal customers, supporting the Xpert brand and growing with us.



**Angus Patton**  
Head of Operations

Thank you for your continued partnership during our recent move. We're pleased to share that the transition has put us in a stronger operational position, with logistics now running more

smoothly and reliably to support your business.

Our new working environment has streamlined workflows and reduced bottlenecks, which means faster turnaround times and a more consistent service experience for you.

We're also seeing a measurable lift in team morale and productivity, translating into quicker responses, better availability, and improved fulfilment accuracy. Thank you for your trust—we're set up to serve you better than ever.



**10**  
YEAR  
ANNIVERSARY



# A DECADE OF DEPENDABLE WORKWEAR.

2015-2025





# WET SEASON IS HERE! THE SWAMPMASTER RANGE. MADE FOR OUTDOOR WORKING.

## SWAMPMASTER

### STORMGEAR™

Flexible fabric for superior comfort. 6,000mm waterproof. When you need to stay agile while staying dry. Navy and Green.

### XTREMEGEAR™

Tough outer fabric for superior durability. 10,000mm waterproof. Built for all-day work in heavy rain. Navy only.

### THERMGEAR™

Fleece-lined for cold climates. 6,000mm waterproof. Tackles freezing temperatures and wet conditions. Navy only.



XTREMEGEAR SWP1710/SWP1750

### STORMGEAR JACKET

SWP1510



TRADE (ex VAT)

£24.95

RRP (inc VAT)

£47.99



### XTREMEGEAR JACKET

SWP1710



TRADE (ex VAT)

£35.95

RRP (inc VAT)

£67.99

### THERMGEAR JACKET

SWP7010



TRADE (ex VAT)

£31.95

RRP (inc VAT)

£59.99

### STORMGEAR TROUSERS

SWP1550



TRADE (ex VAT)

£13.95

RRP (inc VAT)

£26.99



### XTREMEGEAR TROUSERS

SWP1750



TRADE (ex VAT)

£23.95

RRP (inc VAT)

£44.99

### THERMGEAR TROUSERS

SWP7050



TRADE (ex VAT)

£20.95

RRP (inc VAT)

£39.99



CHAMPION WELLIES SWP670

**CHAMPION**

SWP670



TRADE (ex VAT) **£28.95** RRP (inc VAT) **£54.99**

**TRAPPER**

SWP790



TRADE (ex VAT) **£54.95** RRP (inc VAT) **£99.99**

NEOPRENE

**VORTEX**

SWP770



TRADE (ex VAT) **£11.95** RRP (inc VAT) **£21.99**

**TITAN**

SWP750



TRADE (ex VAT) **£16.95** RRP **£26.99**

Also in **BLACK** SWP740

**DEFENDER**

SWP650



TRADE (ex VAT) **£33.95** RRP **£54.99**

**CHALLENGER**

SWP680



TRADE (ex VAT) **£45.95** RRP **£72.99**

**THERMO**

SWP690



TRADE (ex VAT) **£42.95** RRP **£67.99**

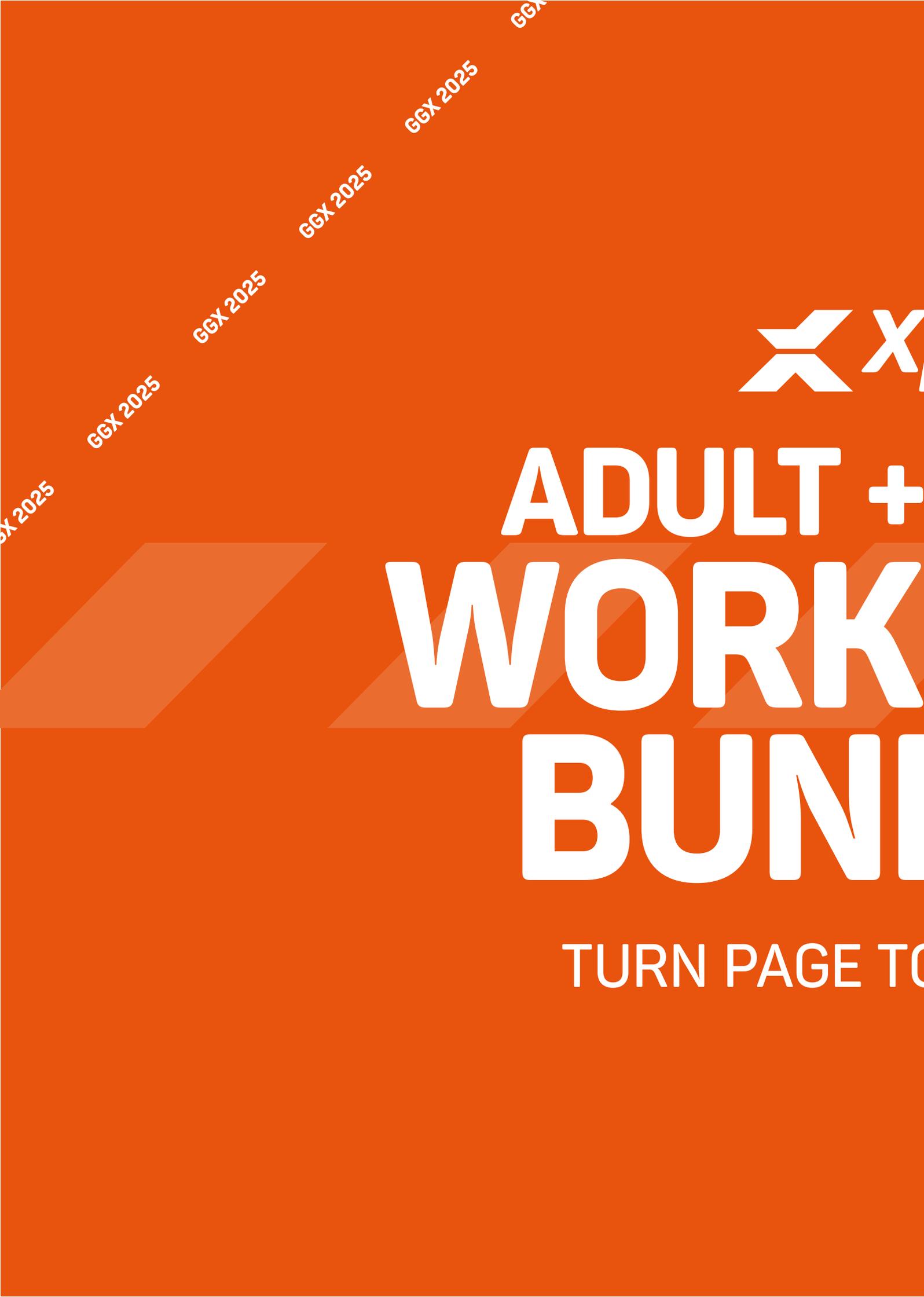


CHALLENGER WELLIES SWP680



**WELLINGTON RANGE  
MADE FOR HARSH  
CONDITIONS.**

For outdoor working from autumn to winter, our wellington range covers every condition you'll face underfoot. The Defender+ delivers lightweight PU construction with S5 safety protection that won't weigh you down. When temperatures drop, the Thermo adds insulation without bulk. For the toughest terrain, the Ranger combines PU durability with neoprene flexibility - proven on farms across the UK and Ireland. Whether you need safety-rated protection or non-safety comfort, every boot is built to handle the work you do.



GGX 2025

GGX 2025

GGX 2025

GGX 2025

GGX 2025

GGX



# ADULT + WORK BUNDLES

TURN PAGE TO

**Expert™**

# JUNIOR WEAR DLES

VIEW DEALS

2025

GGX 2025

GGX 2025

GGX 2025

GGX 2025

GGX 2025

# GIVE THE GIFT OF

## JUNIOR WORKWEAR BUNDLE



YOU PAY  
**£32.95**

SELL FOR (ZERO VAT)  
**£49.99**

## JUNIOR WATERPROOF BUNDLE



YOU PAY  
**£32.95**

SELL FOR (ZERO VAT)  
**£49.99**

## WINTER ESSENTIALS BUNDLE



YOU PAY  
**£6.95**

SELL FOR (INC VAT)  
**£12.99**

ORDER TODAY! CALL +44 (0)28 9083 9090 OR REACH OUT TO YOUR AREA MANAGER

Once they're gone,  
they're gone!  
**LIMITED STOCK**

## HUTTON FOOTWEAR BUNDLE



YOU PAY  
**£34.95**

SELL FOR (INC VAT)  
**£55.99**

## RAPTOR HONEY DEAL



YOU PAY ~~£57.95~~  
**£41.95**

SELL FOR (INC VAT) ~~£89.99~~  
**£59.99**

## CORE SOCK DEAL



YOU PAY  
**£199.99**

RETAIL VALUE (INC VAT)  
**£431.52**

FSDU Displays, outdoor banner, A3 Posters, Social Graphics, & CDU displays.



JUNIOR BUNDLES SUPPLIED WITH A **FREE FLOOR-STANDING DISPLAY\***

\*Minimum order quantity applies. Subject to availability. Two options available.

**Each FSDU holds 10x bundles.**

Contact your designated Area Manager, or email [sales@xpertworkwear.com](mailto:sales@xpertworkwear.com) for more information on the marketing promo kit.

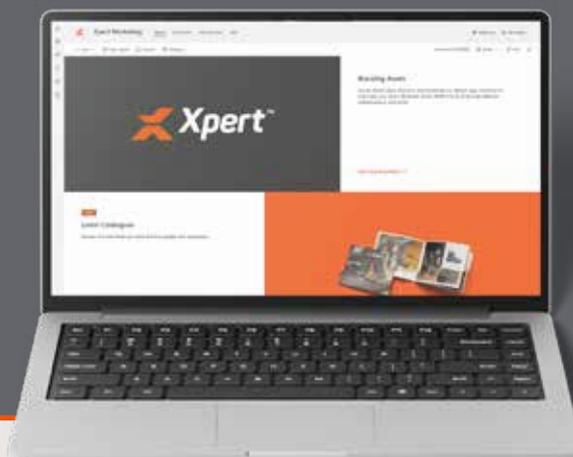


WINTER ESSENTIAL BUNDLES SUPPLIED WITH A **FREE COUNTER-TOP DISPLAY\***

\*Minimum order quantity applies. Subject to availability.

**Each CDU holds 12x bundles.**

More content will be made available in your Xpert Marketing Zone over the campaign period to help you promote Xpert's GGX promotions.



More details about the Xpert Marketing Zone on the next page.

GGX 2025

GGX 2025

GGX 2025

GGX 2025

GGX 2025

GGX 2025



# ADULT + JUNIOR WORKWEAR BUNDLES

SHOP IN-STORE TODAY!

GGX 2025

GGX 2025

GGX 2025

GGX 2025

GGX 2025

GGX 2025

\*\*THIS IS A END-USER POSTER FOR YOUR STORE\*\*

# £30 OFF

~~£89.99~~

£59.99



**Xpert™**

## THE RAPTOR HONEY SAFETY BOOTS

LIMITED TIME ONLY! | T&C's Apply

\*\*THIS IS A END-USER POSTER FOR YOUR STORE\*\*

# FREE THERMAL BEANIE + CORE WORK SOCKS

## WHEN YOU BUY THE HUTTON DEALER BOOTS



**FOR ONLY**

**£55.99**

**Xpert™**

LIMITED TIME ONLY! | T&C's Apply

\*\*THIS IS A END-USER POSTER FOR YOUR STORE\*\*

# The Three Pillars of Retail Excellence



**By Jack Willoughby  
Head of Brands & Marketing**

Walk into any successful workwear store and you'll notice something straight away. It's not just about having the right products. It's about how they're shown, where they sit, and what opportunities you're missing.

We've worked alongside retail partners across the UK and Ireland long enough to know what separates good stores from great ones. Three pillars make the difference.

**PRESENTATION:  
MAKE IT EASY TO BUY**

Your store's presentation is your silent salesperson. When a customer walks in after a long day, they don't want to hunt through clutter.

Quality displays matter. Xpert-branded fixtures, proper boot shelves, clear price cards, and organised stock turn browsers into buyers. Products should be dust-free and displayed in quality boxes. Staff wearing attire that you sell in store shows you trust what you sell.

Window stickers, floor graphics, and properly positioned banners guide customers to what they need without asking.

**POSITIONING:  
PUT PRODUCTS WHERE THEY SELL**

The best product in the wrong location won't sell.

High footfall areas are prime real estate. Seasonal promotions should be impossible to miss. Group similar products together—if someone's buying waterproofs, they should see wellingtons nearby.

Every retailer has dead space and outdated point-of-sale materials. Clear it out. Better positioning of current ranges always outperforms cramped displays of everything you stock.

**POTENTIAL:  
FIND THE WINS YOU'RE MISSING**

This is where our Workwear Made Easy methodology works.

Look for better locations within your store. Replace or remove old promotional materials. Use free space strategically to test new categories and merchandising approaches.

For even greater support, discuss your product sales performance with us. We'll help you stock smarter, not just stock more. The cycle is simple: right product, right display, right stock levels, right promotion, right price point.

**THE DIFFERENCE**

These three pillars work together. The stores that get this right don't just sell more product—they become destinations. Places where workers know they'll find what they need, presented professionally.

That's the difference between a stockist and a partner.



## PATHWAY TO BEST-IN-CLASS STORES

### PRESENTATION

- XPERT DISPLAYS
- XPERT PRODUCTS
- SHELF STRIPS
- BOOT SHELVES
- HANGERS
- PRICE CARDS
- PRODUCT POS
- WINDOW STICKERS
- FLOOR STICKERS
- BANNERS
- MANNEQUINS
- HOT SPOTS
- OUTDOOR SIGNAGE
- QUALITY BOXES
- DUST-FREE
- TIDY
- NOT CLUTTERED

### POSITIONING

- EASY TO FIND
- AREA HIGHLIGHTED
- PROMOS VISIBILITY
- COVER ALL KEY AREAS
- HIGH FOOTFALL AREAS
- SIMILAR PRODUCTS

### POTENTIAL

- BETTER LOCATION
- FREE SPACE
- OUTDATED POS

**THE WORKWEAR MADE EASY METHODOLOGY.**

Our 'Workwear Made Easy' methodology addresses the pain points commonly faced by retailers: such as excess stock, low sales, limited space, and insufficient time. Use it to create outstanding partnerships that WIN!



# YOUR XPERT MARKETING ZONE

Everything You Need to Sell More. All in One Place.

## WHAT'S IN THE MARKETING ZONE?

We've built a complete marketing toolkit so you can promote Xpert products. Just download what you need and get it working.

## BRANDING ASSETS

Official Xpert logos for your website, shop signage, and promotional materials. Multiple formats, ready to use.

## CATALOGUES

Latest product guides and catalogues. Download PDFs to print or share with customers digitally.

## PRODUCT IMAGES

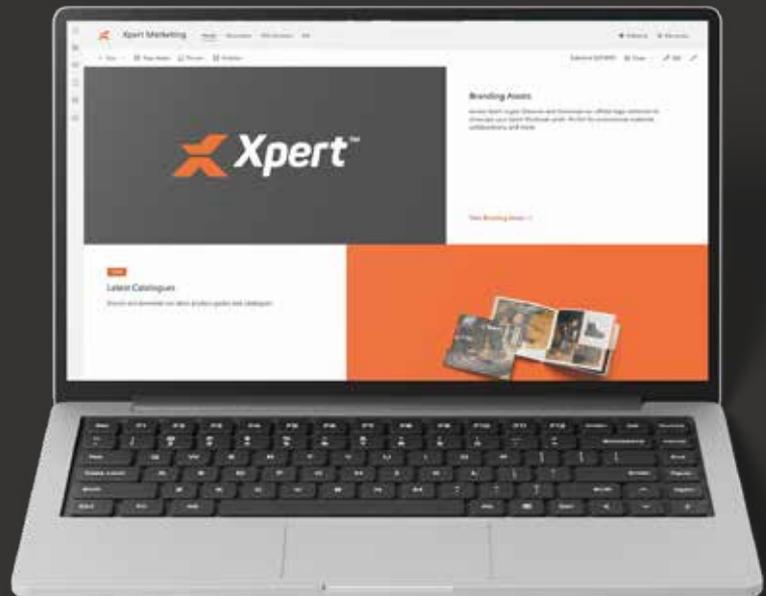
High-resolution product photography. Clean shots that show the quality and detail of every item in the range.

## VIDEOS

Product explainer videos and brand films. Show customers how products perform in real working conditions.

## QUARTERLY CAMPAIGNS

Seasonal promotional materials, including posters, social media graphics, and point-of-sale assets. Updated every quarter to match our current offers.



## NEED ACCESS?

Contact your Area Manager or email [marketing@xpertworkwear.com](mailto:marketing@xpertworkwear.com) to get set up with the Xpert Marketing Zone today.

Making marketing simple. That's the Xpert way.

## HOW ARE YOU FINDING THE NEW TRADE PORTAL?

We've redesigned the Xpert Trade Portal to make ordering simpler. Now we need your feedback. What's working well? What could be better? Your insights help us build tools that actually make your job easier.

Email us at [marketing@xpertworkwear.com](mailto:marketing@xpertworkwear.com) and let us know what you think.



# LOOKING FOR A WINTER JACKET? CHOOSE THE PRO 3 LAYER TPU TACTICAL SHELL JACKET

XPP6820

**COLOURS**  
NAVY

**SIZES**  
S-3XL

TRADE (ex VAT)  
**£37.95**

RRP (inc VAT)  
**£69.99**



**CLIMATE CONTROL**  
Water repellent and wind resistant shell



**THERM X™**  
Quilted lining to withstand severe cold climatic conditions



**ACTIVE X™**  
Sports technology fabrics, featuring 3 layer TPU waterproof softshell

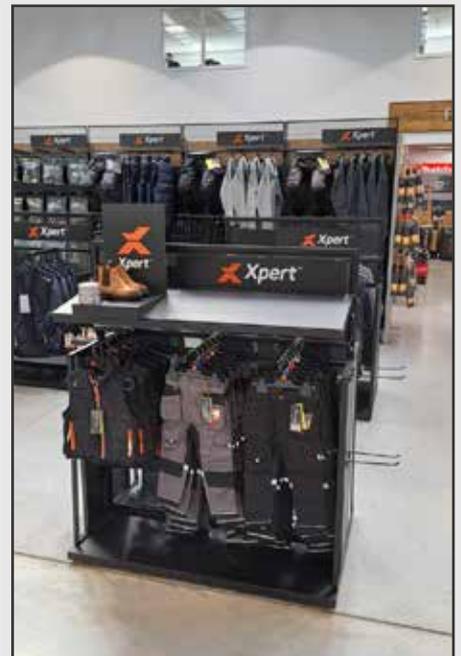
# NOW STOCKING

MOLE AVON  
COUNTRY STORES



Xpert Workwear has arrived at Mole Avon Country Stores across Great Britain. This partnership puts our complete workwear range in front of thousands of farmers, tradesmen, and site workers through one of the country's most trusted agricultural and rural retailers. From safety boots to waterproofs, the full Xpert lineup is now available in stores that understand working conditions as well as we do.

Mole Avon's network spans key agricultural and trade regions, which means more workers can get their hands on dependable workwear without travelling miles or waiting for delivery. Their staff know the land and the work, and now they've got the products to match. If you're near a Mole Avon store, head in and see what we've built together. This is a significant step forward for Xpert in the GB market, and it's just the start.





**NEW!**

# PRO STRETCH+ WORK TROUSER

XPP6020

Flex waistband  
with high-density  
rubberised detail



## ACTIVE STRETCH

250 GSM 2-way stretch  
fabric, plus full 360° stretch  
panels in main flex areas

Fleece-lined phone  
pocket and multiple  
utility pockets



## HOLSTER POCKETS

Extra large foldaway  
holster pockets  
and multiple utility  
pockets

Top loading  
knee pad  
pockets

Genuine Cordura®  
kneepad pocket with  
nylon coated lining

Triple  
stitched  
main seams



## CLOSE TAPER FIT

Taper leg style for  
a cleaner look

## COLOURS

BLACK, GREY/BLACK, **NEW NAVY/BLACK**

## SIZES

**WAIST** 28"-44"

**LEG** SHORT 29" // REGULAR 31" // TALL 33"

TRADE

**£26.95**

RRP

**£49.99**

**ORDER NOW! CALL +44 (0)28 9083 9090 OR REACH OUT TO YOUR AREA MANAGER**



**NEW!**

# CORE SOFTSHELL JACKET

XP4500/XP4520



Cosy fleeced lining

High quality YKK main zip with chin guard

Handy chest pocket with zip, plus internal pocket

Windproof 3-layer bonded softshell fabric for mild weather conditions

Zippered side pockets

 **CLIMATE CONTROL**  
Water repellent and wind resistant TPU membrane (5,000mm)



## MODERN FIT

The perfect balance between functionality and style

Shock cord at waist/hem



## ACTIVE X™

Sports technology fabrics, Stretch softshell with DWR coating

## COLOURS

BLACK, NAVY

## SIZES

XS-3XL

TRADE (ex VAT)

**£16.95**

RRP (inc VAT)

**£31.99**

ORDER NOW! CALL +44 (0)28 9083 9090 OR REACH OUT TO YOUR AREA MANAGER



**NEW!**

# CORE SOFTSHELL BODYWARMER

XP4400/XP4420



Cosy fleeced lining

High quality YKK main zip with chin guard

Handy chest pocket with zip, plus internal pocket

Windproof 3-layer bonded softshell fabric for mild weather conditions

Zipped side pockets

 **CLIMATE CONTROL**  
Water repellent and wind resistant TPU membrane (5,000mm)

 **MODERN FIT**  
The perfect balance between functionality and style

 **ACTIVE X™**  
Sports technology fabrics, Stretch softshell with DWR coating

Shock cord at waist/hem

**COLOURS**  
BLACK, NAVY

**SIZES**  
XS-3XL

TRADE (ex VAT)  
**£13.95**

RRP (inc VAT)  
**£25.99**

**ORDER NOW! CALL +44 (0)28 9083 9090 OR REACH OUT TO YOUR AREA MANAGER**

 **Xpert**<sup>TM</sup>

**MUD SEASON = WELLIES**



**STOCK UP ON  
WELLIES TODAY.**

