



QUARTER ONE
JAN - MAR 2026

**RAIN, SNOW OR SHINE,
THE FARM RUNS FINE.**

Q1 OFFER:
**FREE THERMGEAR TROUSERS WHEN
YOU BUY THE THERMGEAR JACKET**

NEW!

Dexter Dealer Boots
+ Pro Stretch Trouser Colour

EXCLUSIVE INTERVIEW

Interview with Farmers - Aidan & Saoirse

**INTRODUCING OUR
NEW AMBASSADOR!**

SEASON OF SWAMPMASTER

A Look Into Xpert's Waterproof,
Wellington & Dairywear Range

**NEW
NEW
NEW
NEW
NEW
NEW**

Xpert™

2026 QUARTER ONE

Welcome to Xpert Connect, Q1 2026.

This issue focuses on real people, real work and the products built to support them. We have spent time with farmers across the country to understand the challenges they face each day. Their insight guides our product development and the support we bring into retail stores.

Inside, you will find a full focus on the Swampmaster range which covers wet gear, wellingtons and dairywear built for rough ground, long hours and harsh weather. We are supporting this with two strong offers for both trade and end users.

To help you get the best out of these deals, we have included a complete promo kit for your store. This includes retail stand merchandising, posters and ready to use social content.

We are also sharing our shows and events for 2026, introducing our new brand ambassador Sophie Bell and giving you an early look at what is coming next including the Pro Navy Trouser and the Dexter Dealer Boot.

Everything in this issue is created to help you start the year strong and give your customers a better experience with the Xpert brand.

Let's get into it.

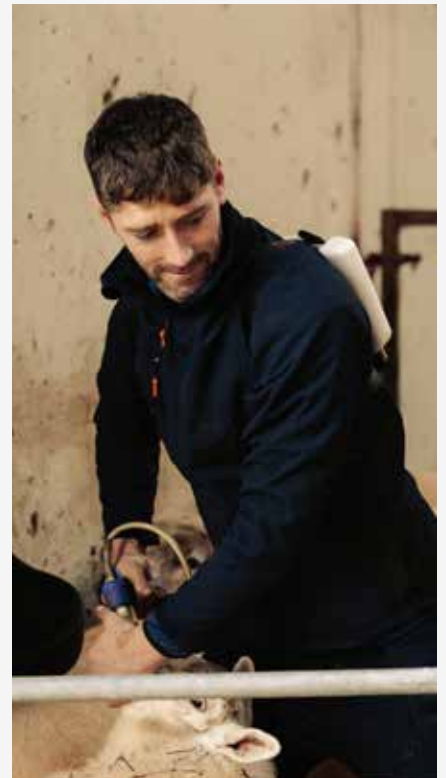




GROWING UP, HOLDING ON.



"There's been times something would happen and what we had planned has to take a back seat. You can't leave your animals."



On Tree Hill Farm, mornings start before the sun is up and often end with a small boy in wellies asking to check the cows one last time.

For Aiden, farming has always been part of his life. He grew up between his home place and his uncle's yard, always around animals and machinery.

"I was always out helping, drawing bales and drawing silage," he says. "Summer work was always the best time, helping around the farm during the school holidays as much as possible."

Those summers set the pattern. Farming was not a career choice on paper. It was just what the family did.

FINDING HER WAY BACK TO THE YARD

His partner's story starts on a farm too, but she did not feel drawn to it at first.

"My dad and my brother were farmers and I grew up on a farm," she says. "But I probably wasn't that interested. None of my friends were farming, so I just wasn't into it."

That changed when she met Aiden. They moved in together and it was just the two of them at the house beside the farm.

"It was either I helped him or he had no one else to help," she says. "I kind of stepped in to give him a hand and that's what got me into liking it. I'm glad now because I've loved it ever since."

What began as helping out turned into shared routines, long days in the yard and a life built around the work.

WHAT FARMING TEACHES

For Aiden, the farm is a teacher as much as a workplace.

"You are always learning," he says. "Every day and every week there is something new. You learn about

life, how you treat animals, how you treat people. It gives you a different perspective."

Farming pushes him to solve problems and keep improving how things are done.

"It teaches you to think for yourself and come up with better ways of working," he says. "You are always trying to manage money and find the best system of farming for your own place. Every day is different. You are always trying to make it that bit easier."

He also sees the farm as a place to clear his head.

"It takes you away from everything and all your pressures from day to day life. You are just here on the farm and you can switch off from the rest for a while. I enjoy that."

FAMILY, PRESSURE AND THE FUTURE

Life has changed again now that their young son, Jimmy, is part of the picture. Time has to be shared between the yard and being parents.

"Your time is not just for the farm anymore," Aiden says. "You are trying to manage your time being a father and giving your time to the farm. Week to week you are trying not to overload yourself."

Some jobs have to wait. Others are picked because Jimmy can safely come along and "help". They both know that balance is not easy.

She remembers watching her own dad and brother do something similar.

"They both had full time jobs and then farmed as well," she says. "They were feeding cows before work, working all day, then farming in the evening. Weekends were farming too. They were always busy, trying to balance family life and social life. That is something people do not always see. Farming takes up a lot of your life. There have been times for us when something happens on

the farm and what we had planned has to take a back seat because you cannot leave animals if they are not well."

The pressures are not just on time. They both feel the strain of rising costs and the weight of responsibility.

"Cost is the big one," Aiden says. "Machinery is dear. Cattle are dear. Restocking and improving things is dear. It all adds up. There is a lot of pressure on you because it is your name on it and sometimes you can feel very alone in farming."

Good neighbours and local support help.

"We are lucky with the neighbours we have," she says. "If we are stuck, we can call someone. That is what you need in farming because you cannot do it all on your own."

Looking ahead, they hope to build a house beside the farm so Jimmy can grow up close to the yard and see what happens from first feed to last check. They do not want to force him into farming, but they hope he sees the value of the work.

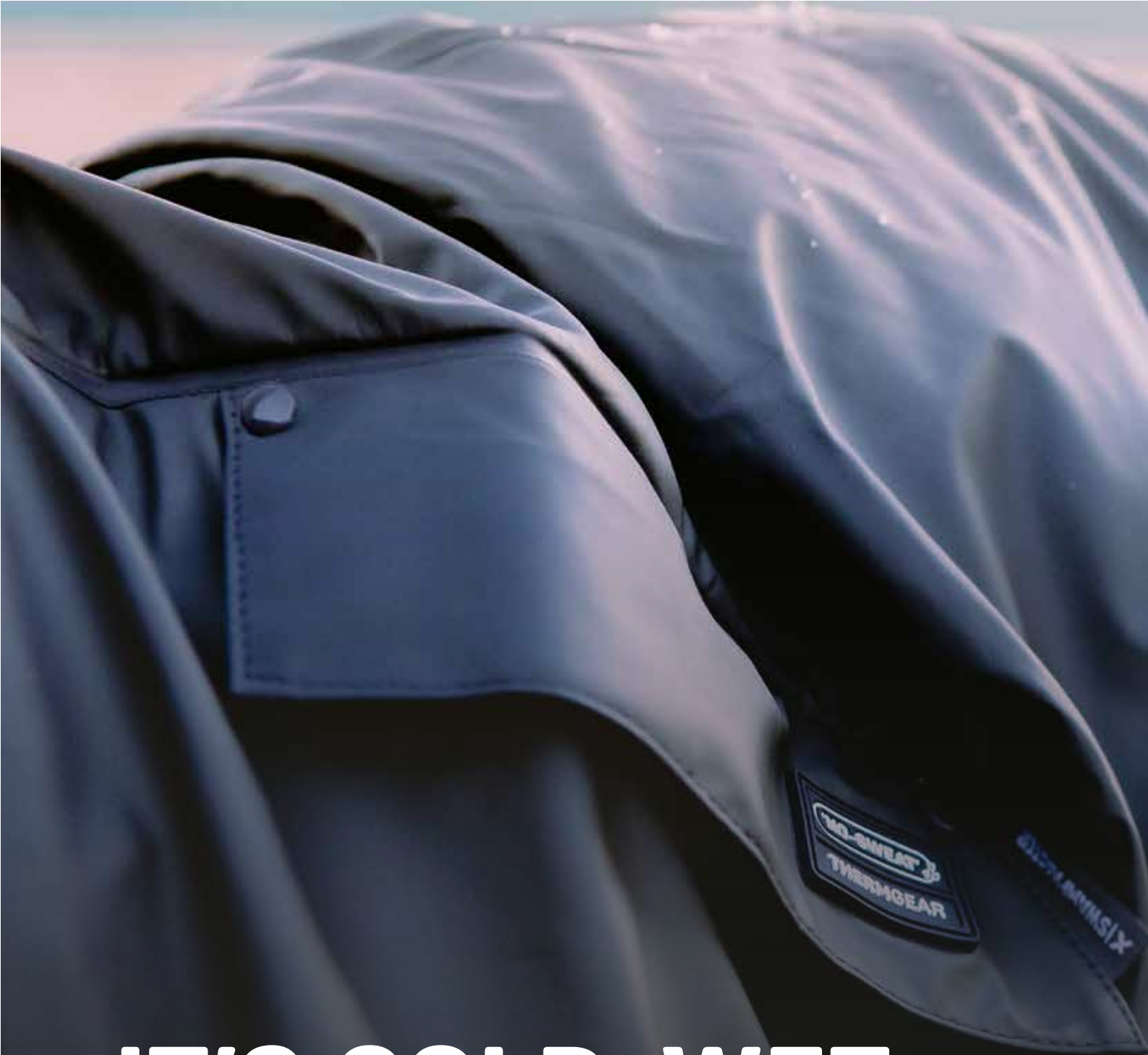
"Seeing me and Aiden farming, he will see the hard work and the sacrifices," she says. "That is important whether he farms or not."

For now, he already loves it. They joke that farming has become his reward. If they want him to do something, they tell him he will not be going to the farm with his daddy if he does not listen.

Ask him what he likes and the answer is simple: lambs, calves, checking cows on the quad and being wherever his dad is.

Aiden smiles when he thinks about the years ahead.

"I would like to build things up and keep improving the place," he says. "Hopefully he will enjoy it and be there to help me as he grows up. You hope you can pass something on. Not just the land, but the way of looking at the world that the land gave you."



**IT'S COLD, WET,
AND MISERABLE.**

SWAMPY



**JUST OUR KIND
OF WEATHER.
MASTER**

RAIN? WIND? COLD?

ALWAYS CHOOSE

SWAMPMASTER



**MAKE YOUR SPACE
WORK HARDER!**
SWAMPMASTER PROMO
STAND AVAILABLE.

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

BESTSELLER



TRADE (ex VAT)

€29.95

RRP (inc VAT)

€59.99



XTREMEGEAR JACKET

SWP1710



TRADE (ex VAT)

€42.95

RRP (inc VAT)

€84.99

THERMGEAR JACKET

SWP7010



TRADE (ex VAT)

€38.95

RRP (inc VAT)

€76.99

STORMGEAR TROUSERS

SWP1550

BESTSELLER



TRADE (ex VAT)

€17.95

RRP (inc VAT)

€34.99



XTREMEGEAR TROUSERS

SWP1750



TRADE (ex VAT)

€30.95

RRP (inc VAT)

€59.99

THERMGEAR TROUSERS

SWP7050



TRADE (ex VAT)

€25.95

RRP (inc VAT)

€49.99

CHAMPION

SWP670

BESTSELLER

TRADE [ex VAT]

€33.95

RRP

€69.99**VORTEX**

SWP770



TRADE [ex VAT]

€14.95

RRP [inc VAT]

€27.99**TRAPPER**

SWP790



TRADE [ex VAT]

€65.95

RRP [inc VAT]

€129.99

NEOPRENE



TRAPPER SWP790



PROMOTE IT LIKE A BOSS!
SOLO STANDS AVAILABLE
SHOWCASES 3 STYLES

**TITAN**

SWP750



TRADE [ex VAT]

€20.95

RRP

€39.99Also in
BLACK
SWP740**DEFENDER**

SWP650



TRADE [ex VAT]

€41.95

RRP

€79.99**THERMO**

SWP690



TRADE [ex VAT]

€50.95

RRP

€99.99**CHALLENGER**

SWP680



TRADE [ex VAT]

€52.95

RRP

€103.99

CHALLENGER SWP680

DAIRYWEAR



BIB & BRACE

SWP1530



TRADE (ex VAT)

€24.95

RRP (inc VAT)

€47.99



DAIRY APRON

SWP7020



TRADE (ex VAT)

€14.95

RRP (inc VAT)

€29.99

DAIRY GOWN

SWP7040



TRADE (ex VAT)

€38.95

RRP (inc VAT)

€76.99

DAIRY SLEEVES

SWP7030



TRADE (ex VAT)

€12.95

RRP (inc VAT)

€24.99

DAIRY SMOCK SHORT SLEEVE

SWP7060



TRADE (ex VAT)

€32.95

RRP (inc VAT)

€62.99

DAIRY SMOCK LONG SLEEVE

SWP7070



TRADE (ex VAT)

€32.95

RRP (inc VAT)

€62.99

SPLIT LEGGINGS

SWP1580



TRADE (ex VAT)

€11.50

RRP (inc VAT)

€24.99



FRONT:
DAIRY APRON SWP7040
BACK:
BIB & BRACE SWP1530



FREE

THERMGEAR TROUSERS

**WHEN YOU BUY THE
THERMGEAR JACKET**

Q1 OFFER 01 - JAN-MAR

BUY THE THERMGEAR JACKET, GET THE THERMGEAR TROUSERS FREE



For professionals working
in harsh wet weather

SWAMPMASTER THERMGEAR JACKET

SWP7010

TRADE (ex VAT)

€38.95

RRP (inc VAT)

€76.99

FREE!



With **DRY[™]**
**6,000 Waterproof
Technology**



**Lightweight
& Breathable**
Class 2 | 2,000 mvp



THERM[™] Fleece lining,
to withstand severe cold
climatic conditions

SWAMPMASTER THERMGEAR TROUSERS

SWP7050

TRADE (ex VAT)

€25.95

RRP (inc VAT)

€48.99

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

T&C's Apply | Turn over for your Promotional Tool Kit

YOUR **OFFER 01** PROMOTIONAL TOOL KIT



IN-STORE POSTERS | A3 FORMAT

***DOWNLOAD THE FULL
TOOL KIT HERE:***



PROMOTIONAL STAND

T's & C's apply. Speak to your Area Manager for Eligibility.

**INTERCHANGABLE
OFFER HEADER**
Makes the offer
impossible to miss

**DISPLAY HOLDS
16 PRODUCTS**
Each hook can hold
2 products each



**JACKETS ON ONE
SIDE, TROUSERS
ON THE OTHER**
Merchandised for
effortless navigation

SOCIAL POSTS | 1080X1350 FORMAT **AVAILABLE IN THE XPERT MARKETING ZONE**



FREE

PRO BODYWARMER



WHEN YOU BUY THE
PRO RAPTOR
BLACK OR BROWN

Q1 OFFER 02 - JAN-MAR

BUY ANY PRO RAPTOR BOOT, GET THE PRO BODYWARMER FREE

PRO RAPTOR BLACK

XPP2200



TRADE (ex VAT)

€73.95

RRP

€139.99

PRO RAPTOR BROWN

XPP2250



TRADE (ex VAT)

€73.95

RRP

€139.99

FREE!



PRO RIP-STOP BODYWARMER

XPP6300

TRADE (ex VAT)

€25.95

RRP (inc VAT)

€48.99

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

T&C's Apply | Turn over for your Promotional Tool Kit

YOUR **OFFER 02** PROMOTIONAL TOOL KIT



IN-STORE POSTERS | A3 FORMAT

***DOWNLOAD THE FULL
TOOL KIT HERE:***



PROMOTIONAL STAND

T's & C's apply. Speak to your Area Manager for Eligibility.

**INTERCHANGABLE
HEADER CARD**
Makes the offer
impossible to miss

BOOT SHELVES
Hero boots positioned
to grab customers'
attention



BODYWARMERS
Merchandised for
effortless navigation

SOCIAL POSTS | 1080X1350 FORMAT **AVAILABLE IN THE XPERT MARKETING ZONE**



SHOWS & EVENTS 2026

OPEN DAY SUPPORT FOR YOUR STORE

Planning an open day or farm event? We can help turn it into a real Xpert moment.

Our team can support with stand set up, product selection, point of sale, giveaways and simple talking points for your staff.

We bring the boots and gear. You bring your customers.

Together we make sure people leave your store knowing what Xpert stands for and why your shop is the place to buy it.

SEE US AT THE HARDWARE SHOW 2026

We are heading to the Hardware Show this year.

You will find the Xpert team on stand **K31** with our latest footwear, workwear and in store solutions.

It is a chance to see the range up close, talk through margins and promotions and plan how Xpert can work harder for your store in 2026.

If you are attending, speak to your Area Manager and we will make sure there is time set aside for you on the stand.

MORE TRADE SHOWS. MORE SUPPORT FOR RETAILERS.

In 2026 we plan to be at more trade shows, local shows and expos.

The goal is to put Xpert in front of more people, build trust in the brand and send that interest back into our retail partners' stores.

Every time we are out on the road talking to farmers and tradespeople, we are also working for you.

If there is an event in your area that you think would suit Xpert, let your Area Manager know and we will see how we can support it.



Do you have an upcoming open day or event that you'd like us to attend? Let us know! Email sales@xpertworkwear.com or contact your Area Manager.

YOUR XPERT MARKETING ZONE

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

WHAT'S IN THE MARKETING ZONE

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

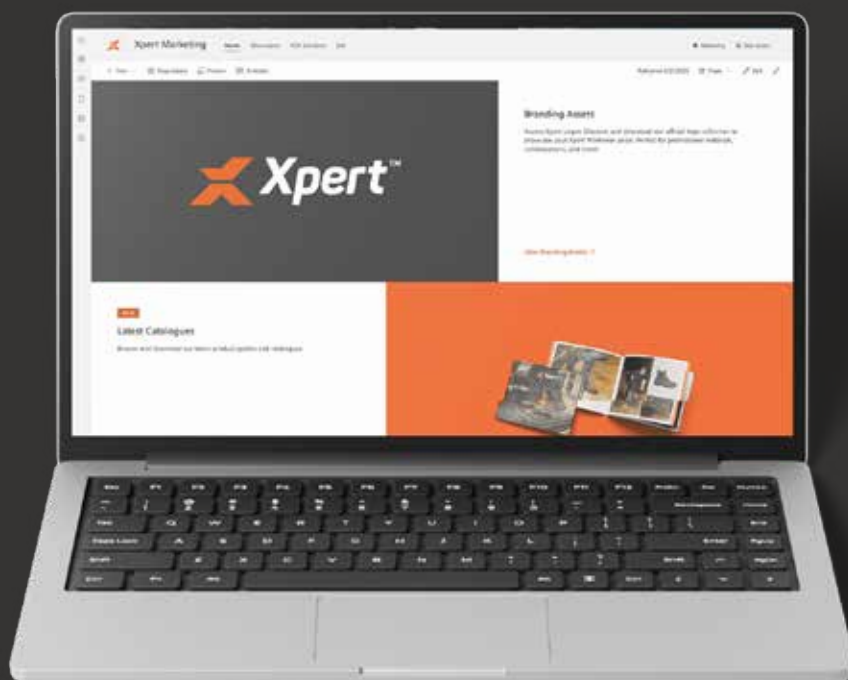
High-resolution product photography. Clean shots that show the quality and detail of every item in the range.

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.



NEW ASSETS ADDED WEEKLY

VALENTINE'S DAY Giveaway

Roses are red. Violets are blue.
Give us a review and we've got
FREE chocolates for you!



Promotion Date
12-19th February

Promotion Information
To qualify, leave us a review on Xpert
Workwear's Google page or review
your favourite product at
xpertworkwear.com.

Once you've done this, send us an
email to let us know.

T&Cs Apply.



Scan here to watch Sophie's
video introduction as Xpert's
new ambassador.

BRAND AMBASSADOR **SOPHIE BELL**

Sophie has become a brand ambassador for Xpert. Having worked with us for many years, she has become an incredible voice for both the brand and the industry. Her commitment to supporting the next generation of farmers aligns with our own beliefs here at Xpert. We asked Sophie to introduce herself, here's what she said:

"I'm a third-generation farmer carving out my own path in agriculture. After graduating with a BSc from Harper Adams and

an MSc from University College Dublin, where I researched the impact of tuberculosis on farmers, I returned home to focus on the family farm and build my career in the industry I love.

In March 2022, I made the bold decision to move from beef farming into contract rearing. Since then, I've been making major changes: improving soil health and pastures, investing in drainage and hedgerow development, and putting new infrastructure in place to

support my herd's health and comfort. I've been documenting this journey on social media, including TikTok and Instagram.

"I'm not just managing a farm; I'm advocating for young farmers and showing how generational renewal can strengthen Irish agriculture. My journey is helping inspire a new wave of young women to see farming as a place where they belong and where they can thrive."





NEW!

PRO STRETCH+ WORK TROUSER

XPP6020



COLOURS

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

SIZES

WAIST 28"-44"

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

TRADE

€33.95

RRP

€64.99

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



NEW!

HERITAGE DEXTER DEALER BOOTS

XPH3170/XPH3180



COLOURS
BROWN, TAN

SIZES
EU 41-47 | UK 7-1

TRADE (ex VAT)

€48.95

RRP (inc VAT)

€95.99

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



We're all in.

At Xpert, we make workwear that holds up in the toughest conditions. And we know the people wearing it do more than a hard day's work, they **keep families, farms, and communities running**. That's why we give 1% of our profits to charities and initiatives that support agricultural workers. It's our way of backing the people who put food on the table and care for the land. The Xpert Foundation exists to give something back. To support wellbeing. To invest in the future of farming. And to stand with the communities we serve. Because when we look after those who look after us, everyone is better off.

www.xpertworkwear.com/foundation