



QUARTER TWO
APR - JUN 2026

DEPENDABLE WORKWEAR FOR WARMER WEATHER

Q2 OFFER:
**FREE PRO POLO WITH EVERY PRO
SHORT OR TROUSER ORDERED**

NEW!

The Xpert Glove Range

EXCLUSIVE INTERVIEW

Meet Dylan. The shepherd putting Xpert to the test on the Romney Marsh

1 IN 743

Our 2025 quality numbers are in

PERSONALISATION

Embroidery-ready workwear across 40+ products

THE ROMNEY

 **Xpert**[™]

2026 QUARTER TWO

Welcome to Xpert Connect, Q2 2026.

The warmer months are coming and your customers are going to need lighter, more breathable workwear. This issue is all about helping you get ready for that.

04

Q2 OFFER

Buy 10 pro work shorts or pro trousers, get 10 pro polo shirts free.

08

The Warm Weather Line-Up

Five products your customers will be reaching for as the temperature rises.

10

The NEW Xpert Glove Range

Five new styles built for different working conditions, from precision to heavy-duty.

12

The Xpert Quality Promise

Our 2025 return rate: 1 in 743. Here's what that means for your shelves.

14

Headwear Back in Stock!

Caps and bucket hats — the full range is available again.

16

How We Capture Content By Craig Leetch

Behind the scenes with our Creative Content Specialist.

18

Dylan Vetara AKA That Farmer Dude

A shepherd on the Romney Marsh puts Xpert to the test.

20

Personalise Your Workwear

Embroidery-ready products to help your customers make Xpert their own.

22

Air Ambulance Northern Ireland Partnership

Our newest Xpert Foundation partner and what it means.



FREE

PRO POLO SHIRT



WHEN YOU BUY THE
PRO WORK SHORTS
OR PRO TROUSERS

Q2 OFFER - APR-JUN

BUY 10 PRO WORK SHORTS OR PRO TROUSERS, GET 10 PRO POLO SHIRTS FREE

PRO WORK SHORTS

XPP6610



TRADE (ex VAT)

€20.95

RRP

€39.99

PRO WORK TROUSERS

XPP6010



TRADE (ex VAT)

€33.95

RRP

€64.99

Also in
NAVY
XPP6020

Also in
BLACK
XPP6000

FREE!



PRO POLO SHIRT

XPP6400

TRADE (ex VAT)

~~€9.95~~

RRP (inc VAT)

~~€19.99~~

Also in
NAVY
XPP6420

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 PROMOTIONAL TOOL KIT



IN-STORE POSTERS | A3 FORMAT



PROMO STAND | T&Cs APPLY

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TOOL KIT HERE:**





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T&C's Apply | Subject To Availability

THE WARM WE

XP24
CAP



XPP6610
WORK SHORTS



XPP602
WORK TROUSERS



HARDWORKING COMFORT™

LEATHER LINE-UP

20
USERS

XPP6420
PRO POLO

XP30
BUCKET HAT



Lightweight workwear built for
the hottest days of the year.

NEW

GLOVE RANGE

Five new styles built for the jobs your customers do every day. From precision handling to heavy-duty protection, the Xpert Glove Range brings the same dependable quality to hands that we have always delivered to feet.



TOUGH CUT XP62

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



SUPERFLEX XP54

SUPERFLEX

XP54



TRADE (ex VAT)

€2.50

RRP (inc VAT)

€4.99

MULTIUSE

XP56



TRADE (ex VAT)

€1.25

RRP (inc VAT)

€2.99

AQUAFLEX

XP58



TRADE (ex VAT)

€2.50

RRP (inc VAT)

€4.99



AQUAFLEX XP58

THERMDRY

XP60



TRADE (ex VAT)

€4.95

RRP (inc VAT)

€9.99

TOUGH CUT

XP62



TRADE (ex VAT)

€4.95

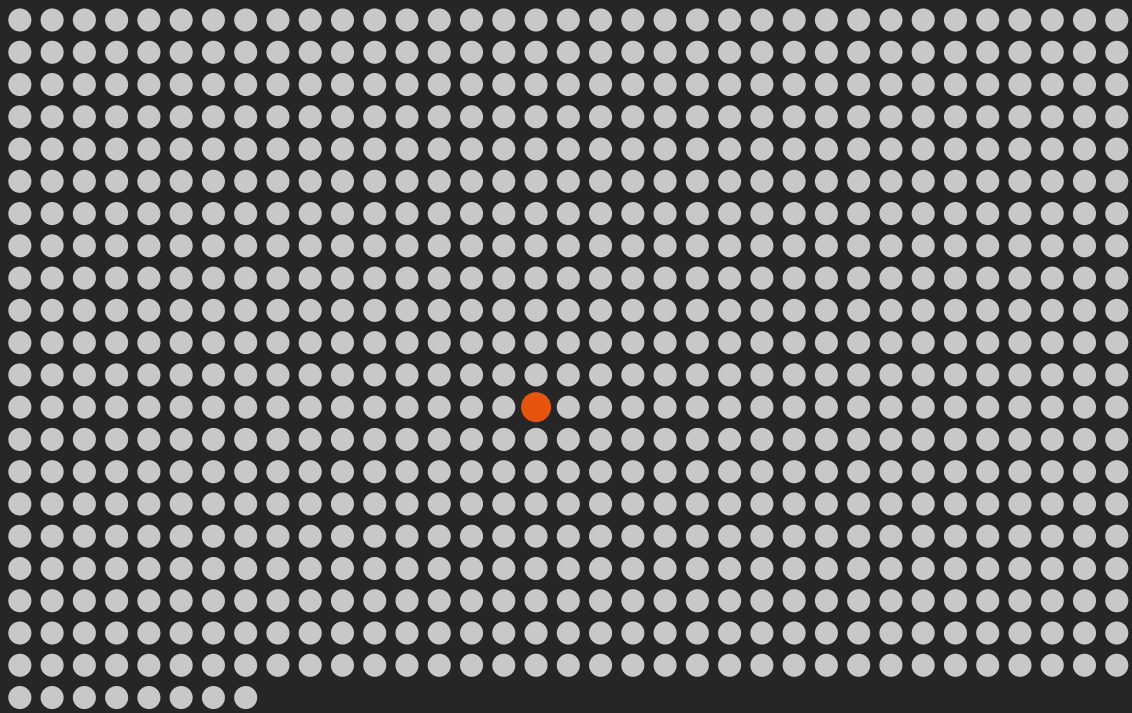
RRP (inc VAT)

€9.99

QUALITY PROMISE

1 IN 743

THAT'S OUR RETURN RATE. ONE PRODUCT IN EVERY 743 SHIPPED.



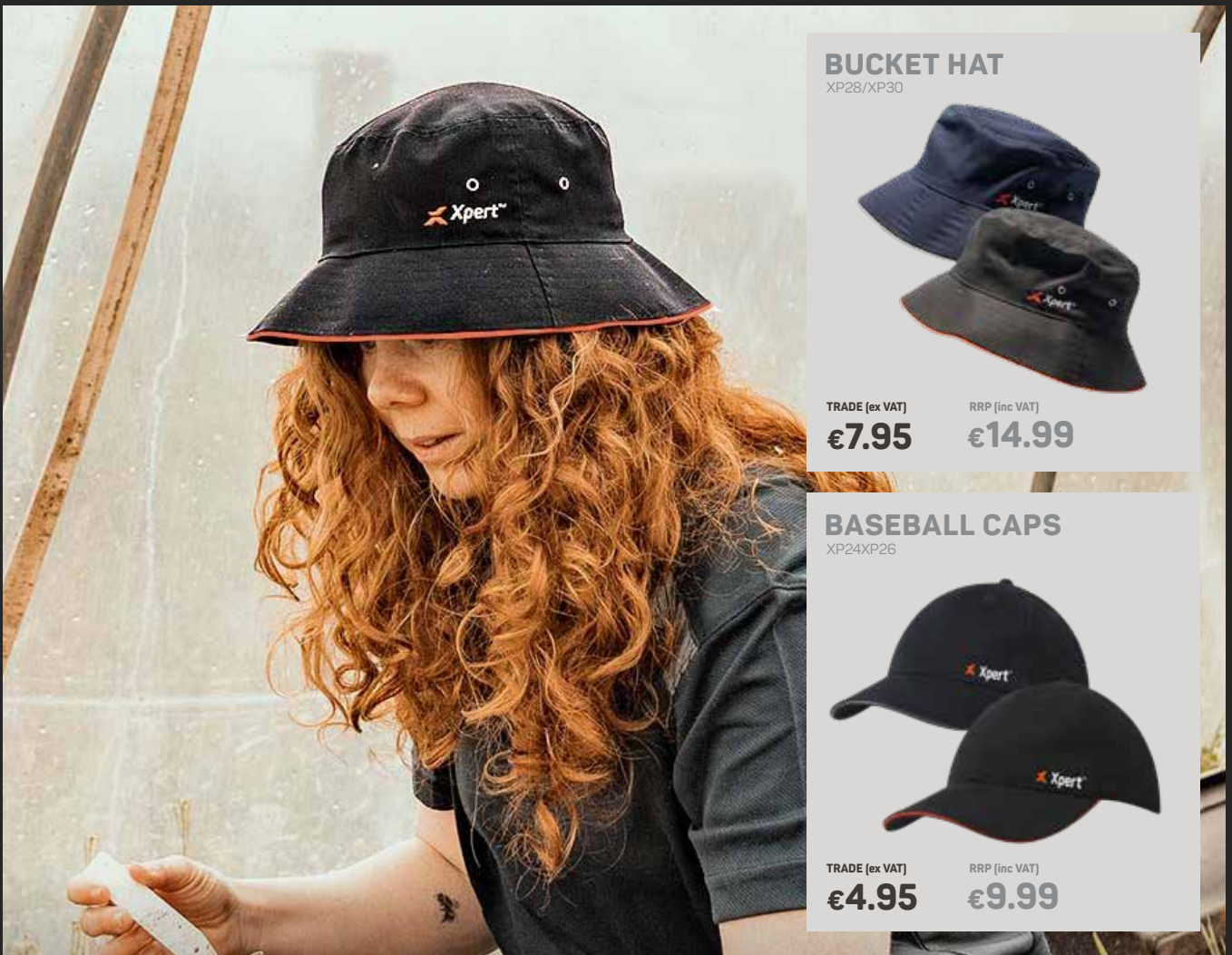
Across boots, workwear, wellingtons, and accessories — almost nothing comes back. Not because we're lucky. Because every product is tested, retested, and tested again before it leaves the warehouse. And the ones that do come back? Logged, investigated, and fed straight into development. That's how 99.87% becomes the floor, not the target.

We don't chase quality. We build it in.



NEW

HEADWEAR RESTOCKED



BUCKET HAT

XP28/XP30



TRADE (ex VAT)

€7.95

RRP (inc VAT)

€14.99

BASEBALL CAPS

XP24XP26



TRADE (ex VAT)

€4.95

RRP (inc VAT)

€9.99

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

FOR LIFE BEYOND WORK

THE DEXTER DEALERS

SCAN HERE



NON-SAFETY.
FULL GRAIN LEATHER.
MADE TO BE WORN EVERYDAY.

HOW WE CAPTURE XPERT. BY CRAIG LEETCH

Meet Craig Leetch — the man responsible for making bib-and-braces and steel toe boots look good on camera.

Craig Leetch didn't plan a career in creative. He spent eight years in financial services before picking up a camera as a hobby. Sports, small business promos, the odd wedding — and when people started paying him for it, he realised it could be more than a side project.

The move to Xpert came about naturally. He was brought in to shoot video content for the brand's 10-year anniversary, and the timing worked out. "They were looking for an in-house creative and I was open to the right opportunity," he says. "It felt like a good fit from the start."

Workwear isn't fashion — but Craig sees it differently. "People today want to look good regardless of what they're wearing or what they're doing in it," he says. "A big part of my job is finding the angles, lighting and settings that complement our products. When a product already looks good, it makes my job a lot easier — and more often than not, ours do."

The biggest challenge? Making things look used. "Most of the time I'm working with products straight out of the packaging," he says. "When I'm trying to capture a pair of wellies or a dairywear garment in a way that feels real and lived-in, there's work involved. Authenticity is everything in this kind of content."

That commitment to authenticity runs through everything Craig shoots. No stock imagery. No staged setups. "Real people, doing real work," he says. "You can tell immediately when

content has been staged and so can your audience. Getting out into the environments our customers actually work in — that's what makes the difference."

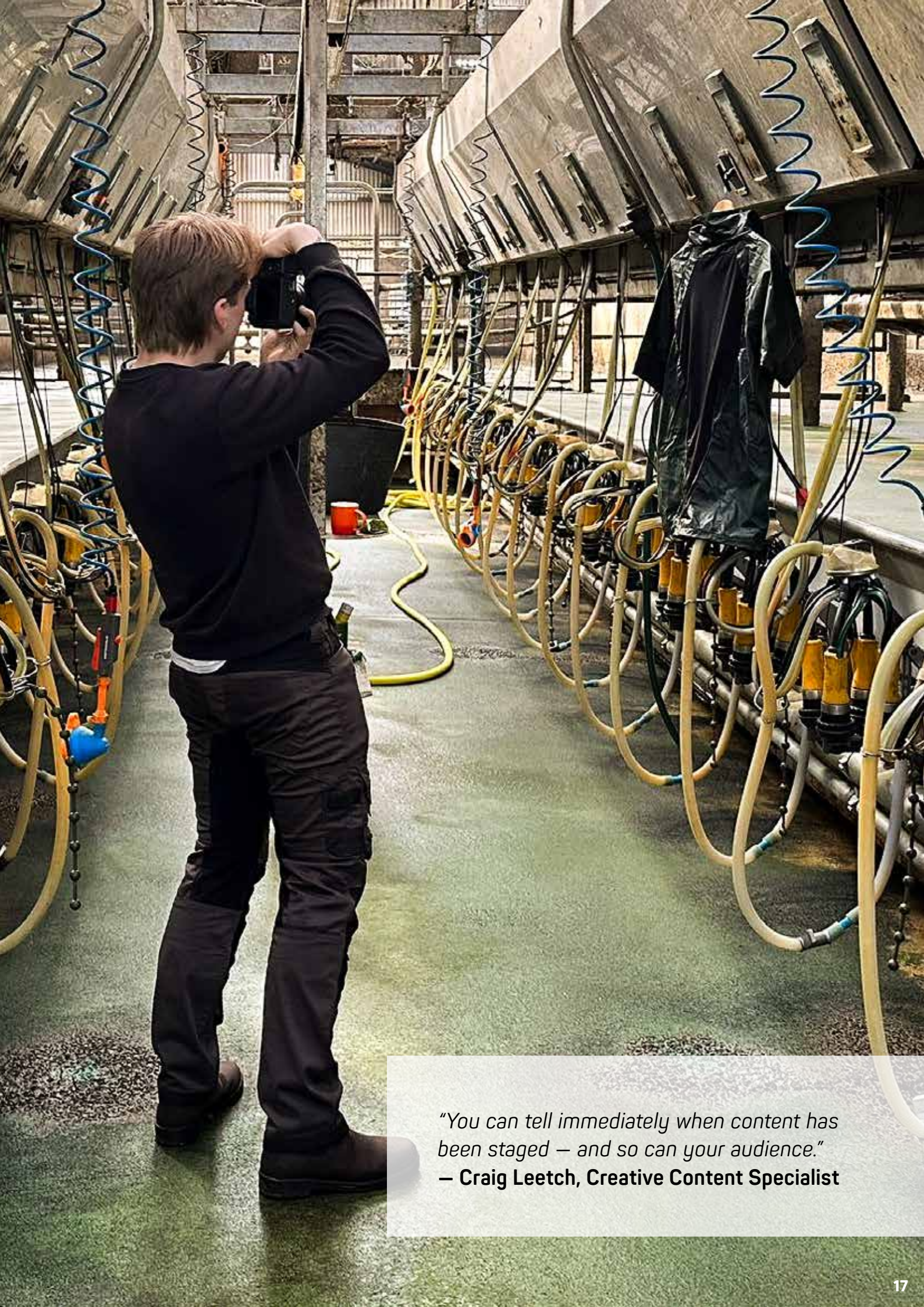
What most people don't see is the hours before and after the shutter clicks. Planning, location scouting, lighting setups. Then culling through thousands of images and hours of footage. Then the edit. "The actual shooting is often the smallest part of the whole process," he says.

His favourite shoot to date? Life at Bancran — his first proper project with Xpert. "It was the first real opportunity to bring to life what I'd been visualising for the brand since day one. That one meant a lot."

It's that vision that sets Xpert's content apart from the rest of the workwear market. While most brands rely on white-background product shots and the occasional stock image, Craig is out in milking parlours, on building sites, and knee-deep in farmyards — capturing the real world that Xpert products are built for. Every image in this magazine, every product shot on the website, every video on social media — it all comes through his lens.

And for trade customers wanting to create their own content? Craig keeps it simple: "Get outside. Products almost always look better in natural light. You don't need to be on a farm or in a trade yard to get an interesting shot — just be creative with what you have around you. Low angles work well with footwear, and portrait orientation wins over landscape on social media every time. You'd be surprised what a decent phone and a bit of thought can achieve."





"You can tell immediately when content has been staged – and so can your audience."
– Craig Leetch, Creative Content Specialist

DYLAN VETARA AKA THAT FARMER DUDE

Dylan is a shepherd on the Romney Marsh in Kent, and one of the most recognisable farming voices on social media.

With a growing audience across Instagram and TikTok, he shares the real, unfiltered side of agricultural life. From lambing season to early-morning feeds.

He has been wearing Xpert since 2024. His go-to products are the Swampmaster Bib and Brace, Stormgear waterproofs, and the Xpert Rigger Boots.

"I first tried Xpert because of their waterproof bib and brace. I wanted something that would keep me dry without making me sweat. The quality-to-price ratio is seriously impressive."

Dylan is an authentic voice for the brand because he works in the same conditions as the people who buy Xpert every day.



STORMGEAR JACKET

SWP1510



TRADE (ex VAT)

€29.95

RRP (inc VAT)

€59.99



STORMGEAR BIB & BRACE

SWP1530



STORMGEAR TROUSERS

SWP1550



TRADE (ex VAT)

€17.95

RRP (inc VAT)

€34.99



TRADE (ex VAT)

€24.95

RRP (inc VAT)

€47.99





"You could probably run the London Marathon in it and still be comfortable."
— Dylan, Shepherd, Romney Marsh, Kent

All Weathers. All Day. No Sweat.

Meet Dylan — a shepherd on the Romney Marsh who puts his Xpert gear through the kind of test no lab can replicate.

At first light on the Romney Marsh, Dylan is already out. Haylage for the sheep. Electric fences to move on cover crops. Ewes to dag and crutch ahead of lambing. A round of worming before lunch. No two days are the same — but the gear is.

"I've got quite a bit of Xpert kit," he says, glancing down at his well-worn Swampmaster bib and brace. "But this is the one I'm always reaching for. You can tell by the state of it."

Dylan first came to Xpert looking for something most waterproof

gear can't deliver: protection from the rain without the sweat. "A lot of waterproof gear out there is either not breathable, so you end up sweating all day, or expensive and still not truly waterproof," he says. "Xpert had the perfect balance."

That balance has been tested hard. Last autumn, Dylan spent weeks changing ram rattles across three counties — different terrain, different weather, day after day. Wet, muddy, and relentless. The Swampmaster coat kept his top half dry. The bib and brace handled everything below. "It was a real test," he says. "I just tackled the weather as it came."

What keeps him coming back is Xpert's No Sweat technology. "I don't know what scientists they've got working on this, but I

just love it," he laughs. "Right now it's sunny — you'd expect to be sweating in regular waterproofs — but you're just not. I don't know how something can be both breathable and fully waterproof, but it just works."

And then there's the price. "I honestly don't know how they manage to sell their gear at the prices they do," he says. "For the quality and performance you get, it's seriously impressive."

When other shepherds ask what he'd recommend? Those two things — every time. No sweat. No-brainer.

Dylan's Go-To Kit:

- Swampmaster Bib & Brace
- Swampmaster Stormgear Jacket and Trousers

PERSONALISATION

Personalise your team's workwear with embroidered Xpert garments.
From site to showroom, make your brand part of the uniform.

MAKE IT YOURS!

SUITABLE FOR EMBROIDERY

Scan the QR to view the full list of Xpert Workwear products suitable for embroidering.



Or visit trade.xpertworkwear.com/list/suitable-for-embroidery

SUITABLE FOR PRINTING

Scan the QR to view the full list of Xpert Workwear products suitable for printing.



Or visit trade.xpertworkwear.com/list/suitable-for-printing

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CORE BODYWARMER XP4330



SWAMPMASTER STORMGEAR SWP1560



SWAMPMASTER STORMGEAR SWP1520



Air Ambulance NI provides the Helicopter Emergency Medical Service for Northern Ireland. Operating 365 days a year, the charity's helicopter carries a doctor, paramedic and pilot to the scene of the most serious emergencies across the province – reaching anywhere in Northern Ireland in approximately 25 minutes. On average, two people every single day find themselves in critical need of this service. It costs £8,200 a day to keep the air ambulance operational, and the charity relies entirely on the support of the public and local businesses.



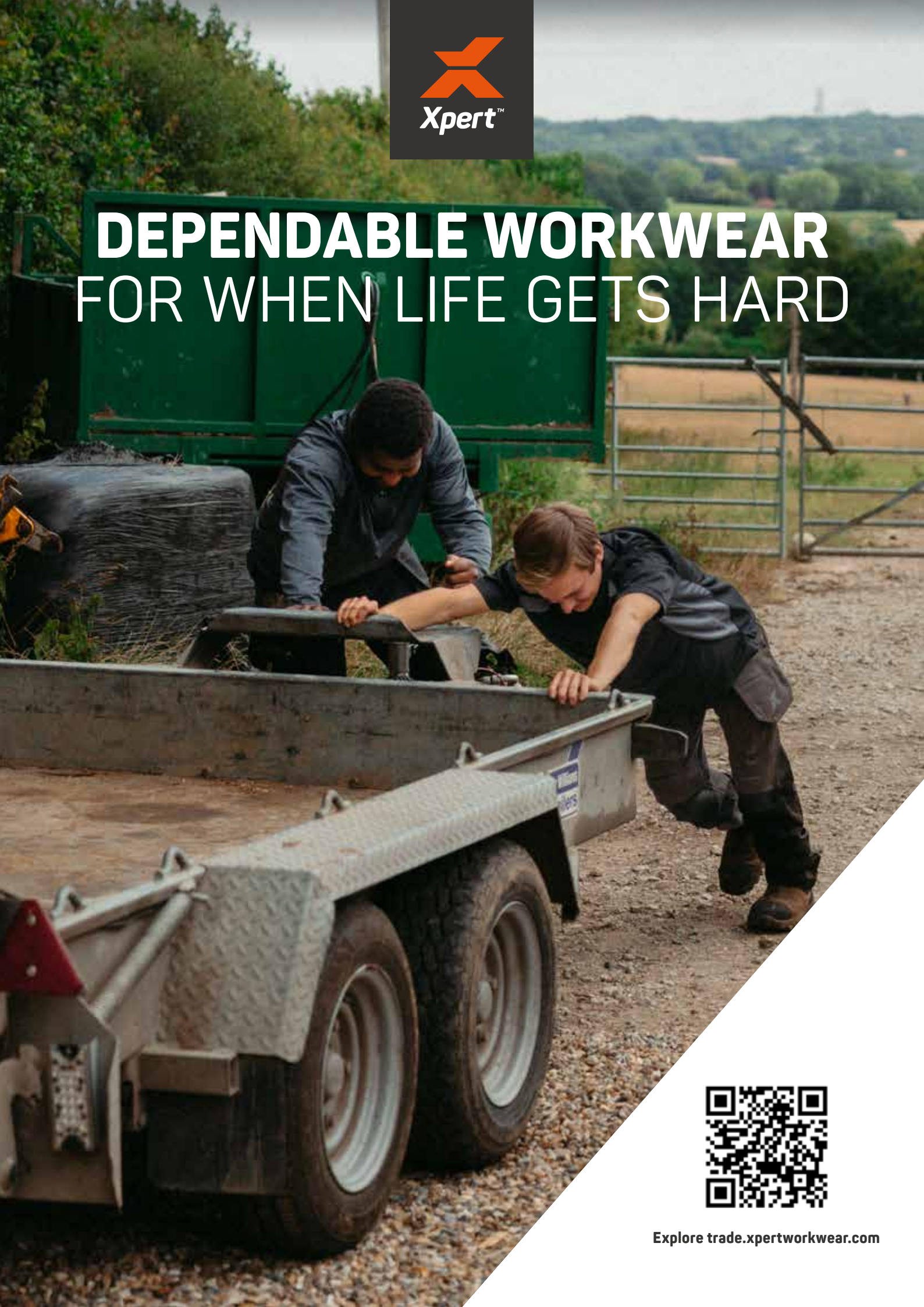
Scan here to learn more about the Xpert Foundation and our partnership with AANI.



**EVERY
ITEM SOLD
MAKES A
DIFFERENCE.**



DEPENDABLE WORKWEAR FOR WHEN LIFE GETS HARD



Explore trade.xpertworkwear.com