

Distributor of the Year Award

Awarded to the distributor that has achieved recognition from manufacturers and customers alike for its innovation, overall service, on-time delivery and understanding of the market

BTC activewear

What the judges said: *A strong case for customer service, stock availability and lead times*

Over the past 20 years BTC activewear has become one of the leading clothing distributors to the imprint industry.

The main trademark of this company is the four highly motivated regional sales teams, who regularly go "beyond the conventional" to help customers solve their garment requirements.

BTC activewear has won the prestigious PROMOTA Clothing Supplier of the Year Award two year's running – in 2006 and 2007. It has an impressive delivery service – customers have until 4.30pm to place an order for their goods to arrive before noon the next day. As well as carrying massive stocks of all garments, BTC activewear also offers customers the entire collections from Dickies, Continental and Stormtech. There are a total of 27 brands to choose from in 2008, including new addition Result.



Quayside Clothing

What the judges said:

Good technical innovation.

Strong testimonial support



Quayside is the second largest distributor of the Stedman brand; the sole UK distributor of JHK; the owner and sole distributor of Saf; and sole UK distributor for the Fanshirt range.

It has used the power of the Internet to offer "total convenience, easy ordering and outstanding customer service" and uses its innovative Satisfaction Monitoring System to monitor and react to customer feedback. In October 2007 customer satisfaction achieved was 99%, it says.

The judges liked the site's intelligent search, which uses Google as its model and makes searching for an item quicker and easier, says Quayside. "Customers can use terms they are familiar with, such as Fruit of the Loom heavy T and will get straight to the product they are looking for." The web-based system allows customers to check products, prices and order online 24/7 and orders can be tracked from dispatch to receipt of goods.

Ralawise

What the judges said:

A well-presented entry.

Liked the website

offering and marketing support



Ralawise offers over 1,580 products across 52 brands. It has five key objectives: choice, support, service and stock. With these in mind, Ralawise has a large corporatewear offering as well as organic and Fairtrade styles and a range of stationery called RalaOffice.

There are eight blank/overprint cover options, a bespoke catalogue design service and three choices of weblink. "The complete marketing package for our customers," says Ralawise. The website allows customers to place orders online, view prices and instant stock figures and track orders. There is also a search engine facility, marketing downloads and the ability to email multiple images and attach extra documentation. The judges particularly liked Ralawise's web link offer, which allows customers to have the 1,500+ products on their own website, personalised to their own requirements.



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