



TOTAL
CLOTHING

The Thread.

Newsletter

February 2026

Your regular insight into how we're improving service and supporting schools.

Welcome to the First Edition of The Thread.

We're excited to bring you the first issue of our brand new newsletter, designed to give you a clear insight into how we're strengthening our service, supporting your school, and continuing to evolve as your trusted uniform partner.

Our aim is simple: to make school uniform easy.

Ensuring every school has access to high quality, fairly priced uniform that's easy to manage and effortless for staff, parents, and students alike. We're here to maintain strong, collaborative relationships with all our schools so you can stay focused on what matters most — **providing an excellent education, not uniform logistics.**



What to expect in each edition:



Meet Team Total

Get to know the faces behind the service — who they are, what they do, and how they support your school.



Schoolwear Industry Updates

Key developments, trends, and insights that may affect your school community.



Service Improvements

Honest updates about what we're working on and how we're continuously improving our business for you.

Update on our team. New focus.



Abi Elsey General Manager

As many of you will know I have now been at Total Clothing for 19 years!

Back Story:

I spent my early days in Sales then moved to production overseeing stock and ensuring all your online orders were delivered on time, and in more recent times as General Manager and overseeing "Team Total."

The wealth of experience and knowledge I have along with a passion that "Every Child Matters" means I am committed to ensuring we deliver high quality, fairly priced school uniform, that lasts and is easy to manage for staff, parents and students.

Our new website launched in 2025 and I am excited to share new updates as we move through 2026.

Contact Abi:

Email: abi@totalclothing.co.uk

Tel: 01733 394 758



*Maintaining Relationships
with Schools & Suppliers*



*Leadership & Team
Management*



*Operations
Oversight*



*Staff Training &
Development*



*Website &
Software Updates*



Financials

Update on our team. New focus.



Christine King

Customer Relationship Manager (CRM)

Christine, your Customer Relationship Manager, brings extensive experience and in-depth knowledge to school uniforms and sportswear. Dedicated to providing exceptional support, she's here to assist with supply, new products, samples, and pricing. Her expertise includes:

School Visits & Review Meetings

Meet with me in person or via Teams – whichever fits your schedule best!

Supply Agreements & Terms

Working with you to establish clear and tailored supply agreements and terms.

New Business & Sample Requests

Need samples or want to discuss new opportunities? I'm here to help!

Adding New Items to Your Uniform Range

Let's discuss adding new products to your uniform range – fresh options tailored for your students!

Pricing & Cost Discussions

Partnering with your school to deliver the best value for money.

Contact Christine:

Email: christine.king@monkhouse.com

Tel: 07874 860 346



**School Visits &
Review Meetings**



**Supply Agreements &
Terms**



**New Business &
Sample Requests**



**Adding New Items to
your range**



**Pricing & Cost
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Back-to-school 2025 – What we delivered.

Last year's back-to-school period was our strongest yet, with measurable improvements in service, delivery, and feedback from schools and families.

Key highlights:



Our **best-ever on-time delivery** performance.



Our **highest ever parent feedback.**



Increased **positive feedback** from schools and parents.



Improved **our communication** during peak season.

We've set a new benchmark – and 2026 is about building on it.

What's Next for 2026.

We're focusing on the areas that make the biggest difference for schools and families:

1.

Website Update



2.

Accessories, Trip & Leavers Hoodies



Making it easy for parents to shop in one place.

3.

Meet our Team



4.

Sustainability



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