



Open
7 days
a week



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JOBMAN

WORKWEAR

**AUGUST
WORKWEAR DEAL**

SAVE 25%

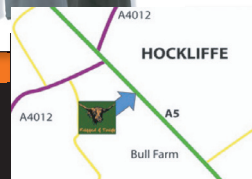
Normal Price £114

BOX PRICE £84

Jobman Granyte Fitters Trousers x 1 or
Jobman Pro-lite Fitters Trousers x 1
Jobman Belt x 1

Jobman Kneepads x 1 Pair
Jobman Dry-Tech Polo x 1 or
Jobman Dry-Tech Shirt x 1

SUBJECT TO AVAILABILITY AND WHILST STOCKS LAST



Rugged & Tough

(Opposite Post Office)

Hockliffe, Bedfordshire LU7 9LS

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www.ruggedtough.com

SPOTLIGHT ON:

Andrew of Rugged & Tough



Andrew spent 20 years within the retail industry, working both on the shop floor and behind the scenes before founding Rugged & Tough in Hockliffe in 2007. However, the idea behind starting the business goes back to 2004, when -26 Degree wind chill blowing into the heart of Manhattan, drove him into a store called Dave's New York. Here he found what he describes as "Proper Clothing."

This "Proper Clothing," is clothing that was designed for the job it was created for; cold weather jeans, with thermal linings, canvas jackets created for the building site worker, even the socks were like fishermen's socks of old; thick knitted, like rope, covered in lanolin to keep out the wet. It was at this moment that he mused as to why we didn't have any stores in the UK like this, and even more so, why couldn't we buy proper work clothing, designed for the job in hand? Yes of course we have some great sports and recreation clothing, but not work clothing!

In the USA and also as he later discovered, in further reaches of Europe, it was not the norm to wear your old worn-out casual clothing for work. Companies such as Carhartt USA began making work wear in 1889, and in Sweden, Blaklader in 1959 (although this was when the brand name was born, the company had been around for a few decades earlier). Tradesmen and site workers in these countries buy clothing specifically for work, which has been created for work and designed for the type of work they are doing. Outside of professional business or uniformed positions, we in the UK, were not accustomed to this concept.

What also struck Andrew was that the quality of their garments was so superior to ours. Modern clothing in the UK does not tend to last so well these days, unlike the past when most of us will remember being handed down clothes from our older siblings or other family members.

Andrew's mission became sourcing some of the best in work clothing and to be able to offer not just one but a range of choices, not only for different tasks but also very importantly, for people of different sizes.

Another key element to his business is the desire to give good old fashioned customer service and this is what Andrew enjoys most about working in his business. It is very relevant to him and his customers, some who are not used to traditional service from some of the high street stores today.

His aim is "To help you to find the right product for the right job. All retailers in this day and age should be there to serve you, not the other way around. We don't hard sell, we don't need to, the quality and benefits of our products sell themselves, when you are ready to buy. So feel free to leave your wallet at home, it will make no difference to the quality of service you will get and should expect."

(Advertising feature)