

# WILSON FABRICS ON FORM FOR EXPO

**With the biggest event in the industry calendar now fast approaching, Wilson Fabrics looks set to leverage Super Expo 2019 to showcase its return to form.**

In the previous issue of WFA, Wilson Fabrics offered readers a transparent summation of its recent challenges. This issue, with revised processes in place and new machinery up and running, the company has all but re-established its stock levels and is on track to be fully in stock for the Super Expo in June, as Wilson Fabrics CEO Chris Sencek confirmed. As WFA went to press, he told the magazine the company was poised to unveil a number of new developments:

## NEW SAMPLES

Significant among these was a revised sample range. "We are in the process of resampling our entire blind range offering in new look A5 sized samples that will be ready for distribution before the Super Expo," Sencek said.

The new samples would embody a number of key changes:

- A condensed and concise colour palette for each range based on the most popular selling colours, ensuring batch to batch consistency and stock.
- Photo and Specifications backing made using anti-tear stock for durability.
- Inter-rivets instead of screws for stability.
- Features Wilson Fabrics' new branding and logo.

"These new samples will replace existing samples out in the market and all the ranges and

colours will be backed up with stock sitting in our warehouse ready to go, so customers can range these samples and sell with confidence," Wilson Fabrics' Marketing Manager Jennifer Donnelly confirmed.

"We are also releasing new samples of our core blackout coated drapery ranges that also now have condensed colour palettes consisting of the top selling colours."

"These drapery samples are now all done with full pieces stepped so you can still see all the colours at a glance, but at the same time have larger pieces of fabric to play with compared to a traditional waterfall. We want these hangers to be as useful and user-friendly as possible as that's their whole purpose; to showcase a range to enable a customer to easily select and purchase it."

## WEBSITE + STOCK UPDATES

"To ensure complete transparency and good flow of communication, we are now listing our out-of-stocks on our website with expected back-in-stock dates," said Wilson Fabrics Marketing Manager Jennifer Donnelly. "These are listed by sku and available to see 24/7. This means customers can check this any time rather than having to ring our customer service team or account manager to check for them. Customers will have full visibility of any out-of-stocks at all times and always be informed."

"We have also opened up our online ordering to cash sale customers as well as account

customers, so all customers have access to check in stock levels and order online 24/7. We encourage all customers to go to our website and register for online ordering. Our online ordering system lets you select from a specific dye batch and check stocks at your convenience."

## CONSISTENCY GOING FORWARD

Sencek said he was confident the company had turned its fortunes around in recent months, adding that the upcoming Super Expo in June would provide an opportunity to bolster Wilson Fabrics' standing in the market and its commitment to customers.

"We are looking forward to the Super Expo and to welcoming

visitors to our stand D30. We're committed to rebuilding customer confidence; showing that we are back in stock on existing ranges, with some inspiring new ranges in the pipeline. We're excited to once again be able to service customers with the quality and reliability that has always been synonymous with Wilson Fabrics."

"We would sincerely like to thank all our customers for their patience. We have learned some invaluable lessons from recent challenges at Wilson Fabrics, which we have now put into practice. We are very excited about what the future holds for Wilson Fabrics and we hope to share that vision with our industry colleagues at the Super Expo in June."

