



Clark Howe (MD)

Welcome to what I think is my 80th monthly newsletter. If you've read every single one, please see a doctor. Seriously, though — thanks for taking the time to read.

Summer is nearly here, and that means one thing at Howsafe: our embroidery and print department is firing on all cylinders. As you refresh your workwear for the warmer months, polo and T-shirt sales are climbing fast—and the shift to wicking garments has gone through the roof. The AWD JustCool range, with its lightweight Neoteric fabric, is proving a standout favourite, helping you stay dry, comfortable, and focused as the workload ramps up.

Our DTF print machines are running at full tilt too, thanks to surging demand for promotional clothing at events. Next time you see teams of runners or community groups emblazoned with crisp logos, there's a good chance they were kitted out right here at Howsafe. From a handful of garments to hundreds or even thousands, we have the gear to give you the look you're after.

And if you haven't stepped into the Howsafe Workwear Shop for a while, now's the time. Sandra, our showroom manager, has been busy rearranging, bringing in exciting new products, and making sure every shelf is fully stocked for the next customer through the door. Come take a look.

Have a great June.

Best regards,

Clark



# NEWS

June 2026

## Hello Adidas

Adidas in safety footwear? About time. While others have been playing it safe, the real game-changer arrives soon.

Game on. Coming soon: safety footwear that actually works and turns heads.



Footwear chart coming soon

Footwear is where Howsafe truly delivers—literally! This latest safety footwear wallchart crashes in with 12 explosive new styles, while keeping our rock-solid core range intact.

The new arrivals? V12, Skechers, Apache, Cofra, and—surprise—Adidas!

Going to print imminently. Your copy will be with you before you know it.



# Disposables - It's all kicking off!

Due to escalating actions by the world's leading superpower, nitrile glove prices are skyrocketing. Howsafe is now paying double what we were at the start of the conflict in Iran (at time of writing), with further increases looming as ships struggle to pass the Strait of Hormuz.

Worse, supply shortages are here. Our supplier is rationing stocks—no more than our historical volumes—and is scrambling to source alternatives, inevitably at higher cost. You may see different packaging for certain sizes, and specifications may vary slightly as we navigate this crisis.

As a result, we have no choice but to pass these additional costs directly onto any special prices you previously held, and we are now rationing stocks to existing customers only.



REGATTA  
PROFESSIONAL



Banging new kit from Regatta



Howsafe have enjoyed a very long-standing relationship with Regatta Professional. For well over 40 years we have proudly supplied the Regatta workwear range and, for 2026, we are expanding even further into exciting new product lines alongside them.

From striking new hi-vis options with a sharper, more contemporary look — certain to satisfy the team — featuring comfortable stretch trousers and joggers, hybrid jackets and a splendid selection of bodywarmers.

In addition, the classic polo shirts, T-shirts, sweatshirts and hoodies complete the range perfectly.



**HOWSAFE**  
The Workwear Store



#### Huge Stocks

It's on the shelf - most products straight from stock.



#### Free Delivery

To business premises within a 25 mile radius of Peterborough.



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