



**WORKWEAR  
SAFETY SHOES  
SAFETY GLOVES  
WORKING ACCESSORIES**

**The best way to work**

# The company

Family Business



“With more than **25 years** of experience in work wear, **France Textile Production** continues its strong development through the **North Ways®** brand. I created this strong brand identity for users who wish to wear modern and innovative professional outfits. With a background in the retail industry, I do everything possible to ensure that our partners are able to set up their shelves quickly and efficiently in order to facilitate their daily life and optimise their sales. Today, the pillars of the brand are based **on style, comfort and safety** at work while ensuring user satisfaction: **our shared goal.**”

Since 1993



*Gilles Eftymiades*

# Key numbers

**+ 50**  
EMPLOYEES



**+ 60**  
NEW ITEMS  
PER YEAR



**+ 200**  
ORDERS SHIPPED  
PER DAY



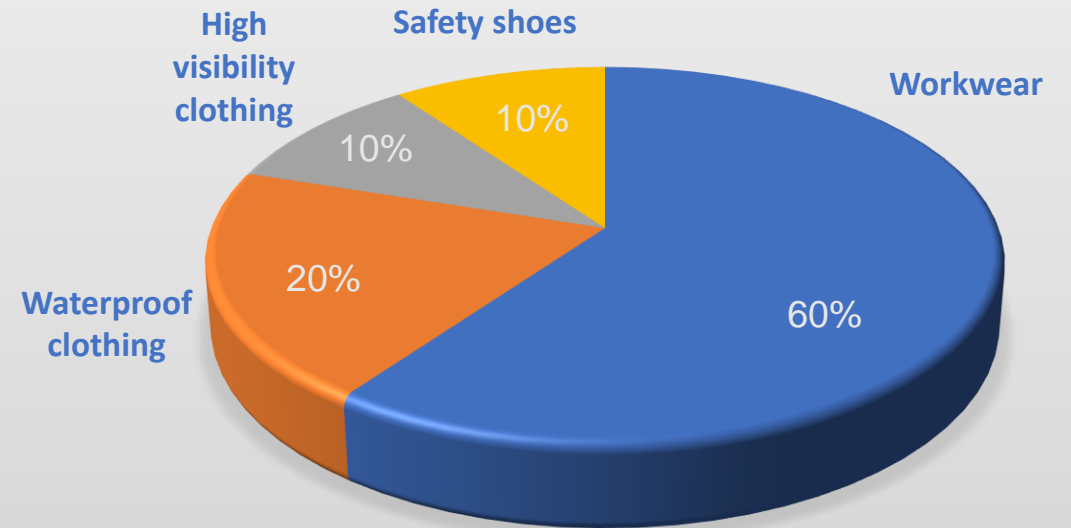
**+ 5 000**  
ACTIVE CUSTOMERS



**+ 1 300 000**  
PIECES SHIPPED IN 2020



## SALES



# Our assets



## PRODUCTS



**Products**  
Ready to sell



**Delivery of products**  
by the piece  
(no packaging)



**Bar code on packaging**  
and on the product label



**1 year guarantee**  
for products

## SERVICES



**Communication department**  
Personnalised and dedicated



**Open**  
52 weeks/52

## STOCK



**+ than 4 000**  
references



**2 storage units over +**  
**28 000m<sup>3</sup>**



**Orders shipped**  
within 24h.

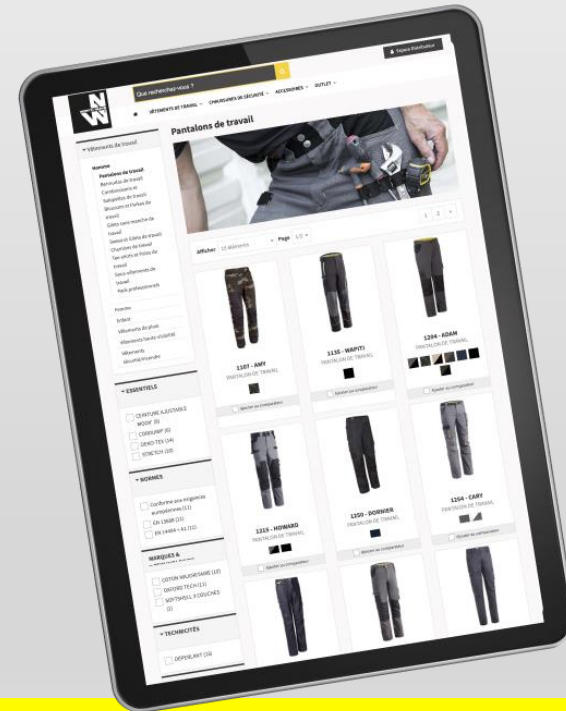
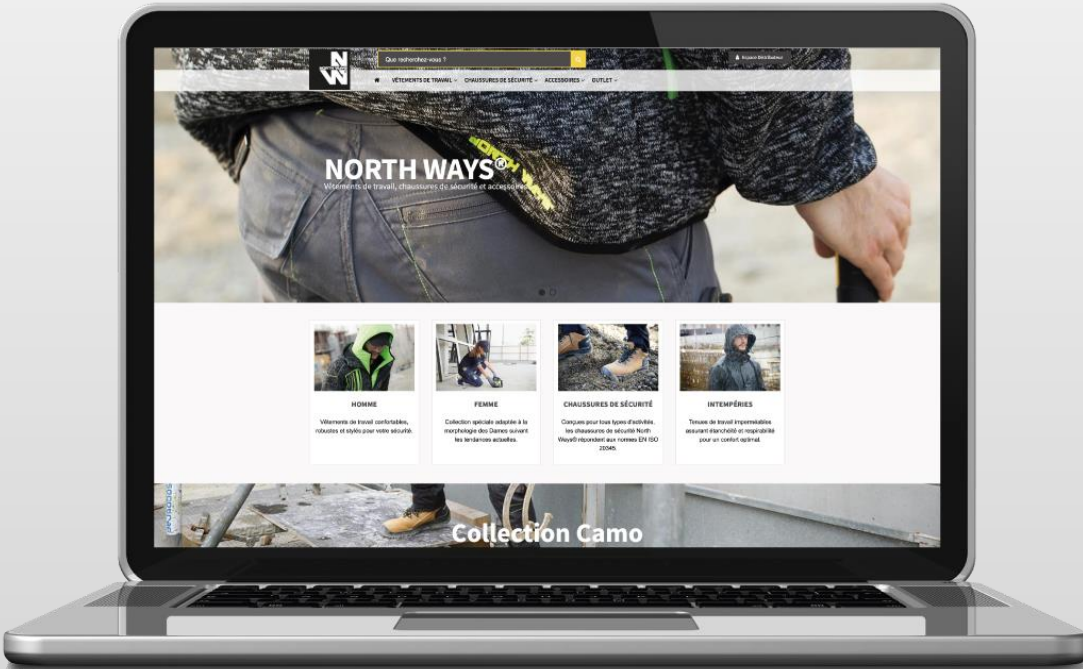


**Certified by the**  
**economy & finance**  
department

# New Website

With a simple click, you are able to:

- Compare products
- Consult stock availability in real time
- Easily place your orders online by entering or importing an Excel file
- Track orders and export them to Excel format
- Track your shipments
- Download product data sheets
- Access your customer area to consult your order forms, delivery notes and invoices.



New Web site

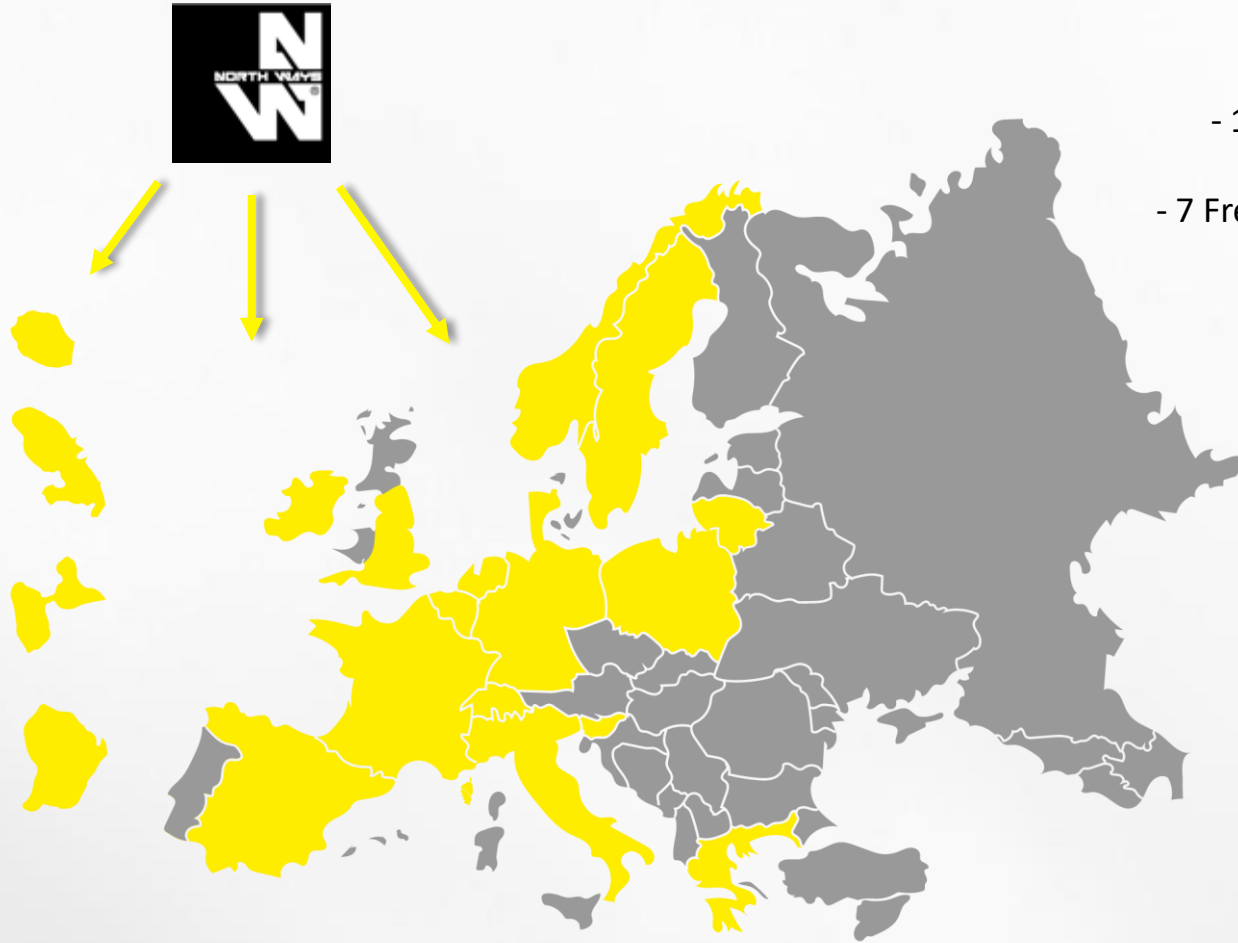
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5

Confidential - Not for distribution



# An integrated commercial team :



To reach Europe with:

- 1 Sales Manager
- 1 head of National Sales
- 1 Export Manager
- 7 French Regional Managers
- 5 Sales Administrators



# The Brand

North Ways® is a subtle blend of technical workwear, sportswear and streetwear.

North Ways® offers a differentiating style which results in success.

Kitted out in North Ways®, at work or in the city, you will be wearing a stylish outfit, that doesn't compromise our **technical details** or **quality**.



The brand

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# NORTH WAYS®

Works closely with rigorously selected professionals to test the clothes before they are put on the market.

Each item is designed by our model-making department and meticulously checked by our quality team.



The brand

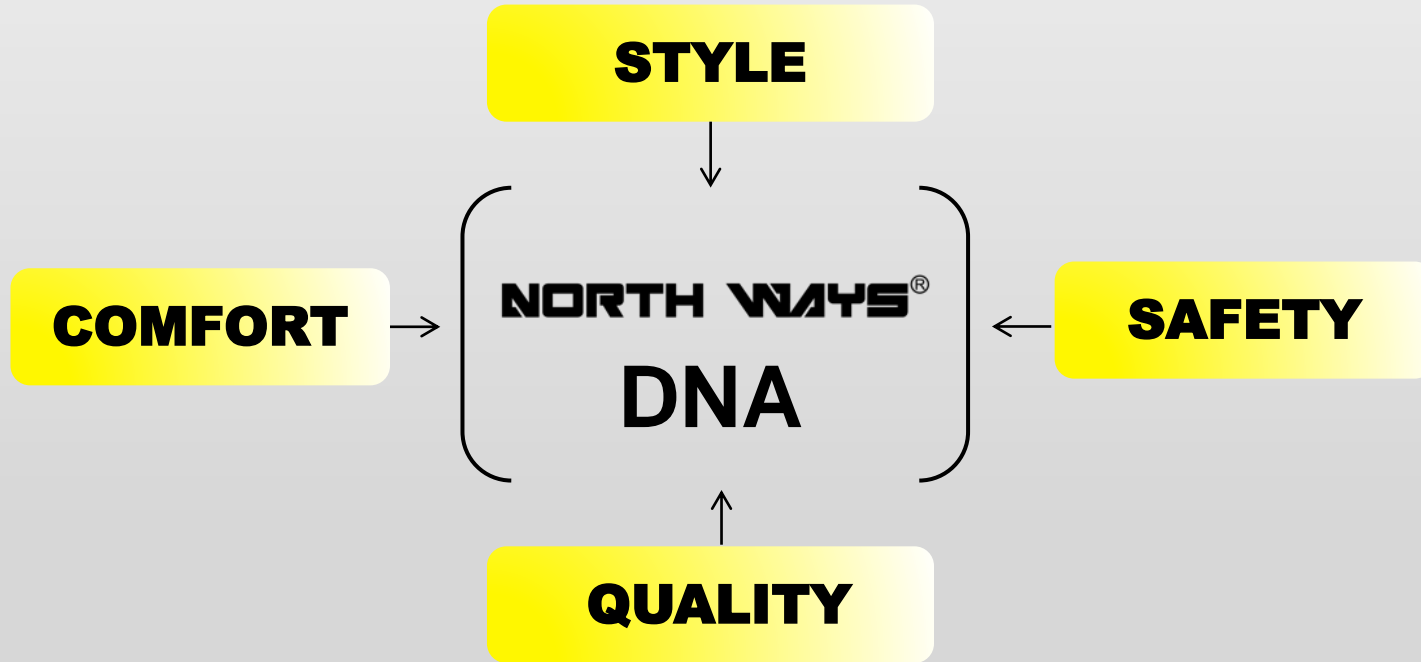
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# Positioning of the brand



North Ways® seeks to recruit future generations of workers.

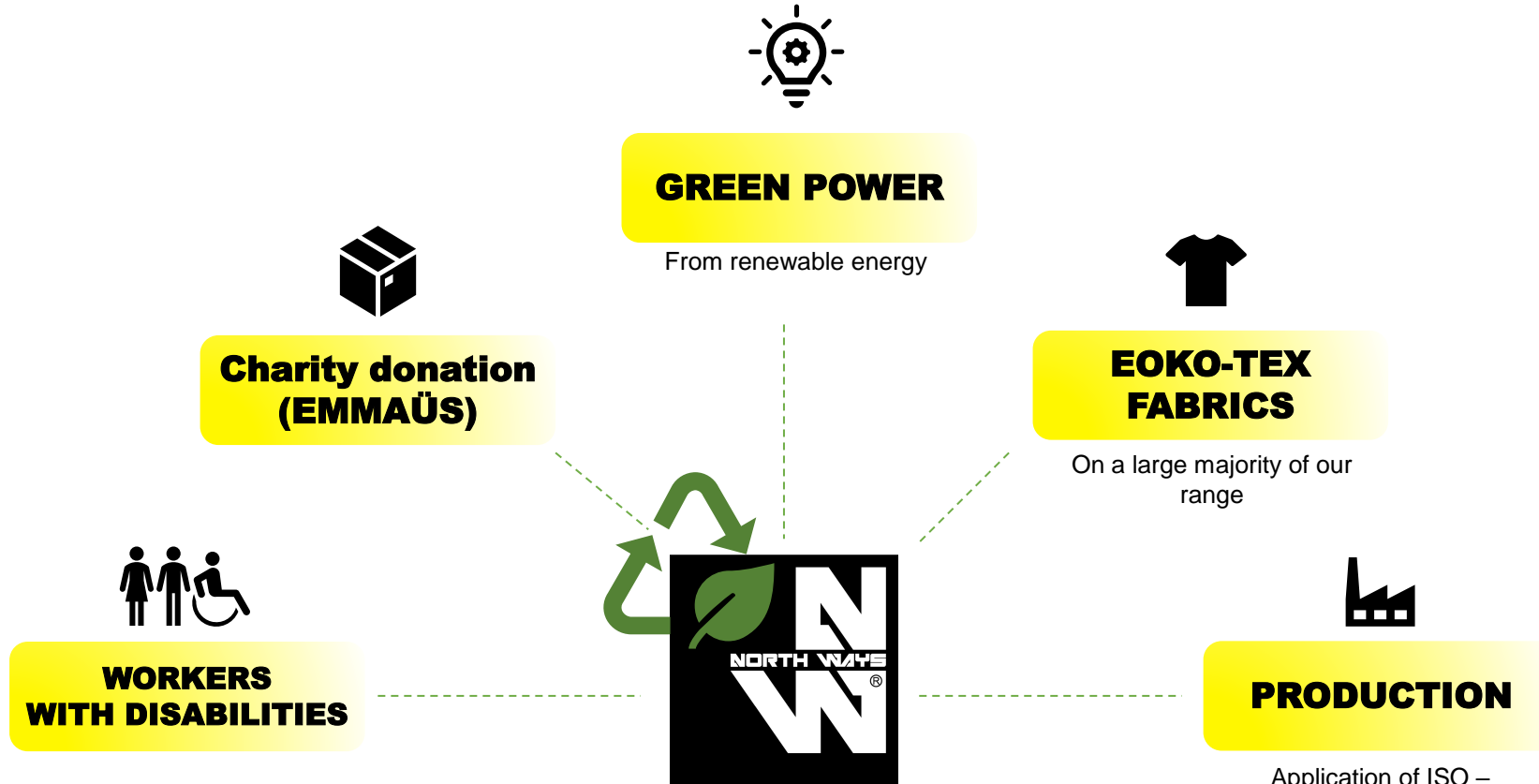


The brand

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# Corporate Social Responsibility



**NORTH WAYS®**  
*is developing an eco range and is committed to recyclable packaging*

# Our range of products

WORKWEAR



EN 14404 +  
A1

SHOES



ESD

WOMEN



EN 14404 +  
A1

RAIN / WATERPROOF



EN 343

HIGH VISIBILITY

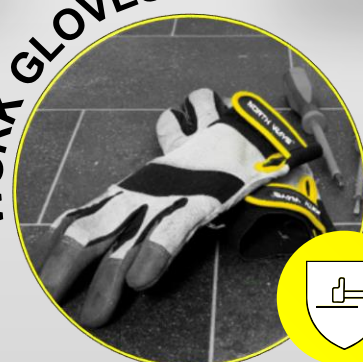


EN ISO 20471

ACCESSORIES



WORK GLOVES



EN 388



Materials

Technology



Products, standards and technicalities

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# Merchandising solutions



FURNITURE

+



HANGERS AND POS at your disposal

=

+ than 1,000 installations at  
our Distributors in 2020



# Marketing operations

## BOXES DEVELOPMENT



- Build customer loyalty
- Energise the shelf
- Promote impulse buying
- Boost product sales



**LEVERAGE TO  
INCREASE THE  
TURNOVER OF YOUR  
POINTS OF SALE**

## Commercial operations



# North Ways® Communication 2020

PROFESSIONAL MEDIA



SOCIAL MEDIA



PROFESSIONAL FAIRS

International fairs : European development





*Thank you for your attention !*



## **The best way to work**

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