

## **‘NEW’ WAKEFIELD TRUTEX SHOP SPECIALISES IN HIGH QUALITY UNIFORMS**

The Trutex Schoolwear shop on Wakefield’s Northgate is a well-established and trusted outlet for high quality school uniforms at value-for-money prices.

The shop was recently taken over by the John Cheadle Group, the UK’s largest independent schoolwear specialist, and a company with a wealth of experience in providing the best selection of uniforms for parents of junior and senior school pupils.

Justin Cheadle, MD of the John Cheadle Group, said the company had been looking for an acquisition in Wakefield for some time, as part of its Yorkshire expansion strategy: “The Wakefield Trutex branch has been selling quality uniforms to parents in the area for a number of years, and was therefore already well-established. We were already supplying local schools and colleges such as Outwood Grange Academy, after their style change a few years ago, so this was a perfect fit for us. This shop will continue to provide local families with value-for-money school uniforms and school sportswear, and will now have an expanded range, providing even more choice for parents.”

Former owner of the business, Deborah Milner, has looked after Wakefield schools and parents for many years, and was pleased to continue her involvement after accepting a wider role within the John Cheadle Group.

The Wakefield shop has just come to the end of a busy Back-to-School summer period, as manager Catherine Stowe confirmed: “We’ve had a great summer; parents have been flocking in and taking advantage of some of the great offers we’ve had on clothing and accessories, such as ‘buy one, get one half-price’. Offering superior quality uniforms at value prices means a lot to parents in these difficult times.”

The Trutex shop will continue to supply Trutex-branded clothing as well as other high quality schoolwear items and will also benefit from the considerable buying power of the John Cheadle Group, which operates around 35 High Street branches all over the UK.

John Cheadle Group works alongside over 1500 schools UK-wide and internationally.

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PHOTO-CAPTION: Wakefield Trutex Schoolwear Centre, now with more on offer for local parents

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