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25 March 2009

**Wool Overs, Sussex Knitwear Specialists, Buck the Trend
with 70% Sales Increase**

Wool Overs (<http://www.woolovers.com>), the Haywards Heath knitwear manufacturer and retailer, is celebrating its 20th year in business with a sales increase of 70% on last year's figures. Despite the economic climate, the company has seen a surge in both online and offline sales.

Founded in 1989, Wool Overs is a family owned and managed company. As well as a significant online presence, Wool Overs has a Factory Shop at its Haywards Heath base, and runs one or two day sales at venues and events across the UK.

Most of the yarn used in Wool Overs' production comes from British flocks, and the company works closely with the British Wool Marketing Board, helping to support rural economies in the UK. Wool Overs' customer base is international and the company has recently launched its Wool Overs Australia online portal (<http://www.woolovers.com.au>). Soon to follow is a dedicated US website.

Managing Director Mark Shenton, believes the company's success stems from its value for money and extensive range. Wool Overs has made a considerable investment in its Internet Marketing over the past 2 years to target the online market. The optimised website generates over 50,000 hits every month. To cater for the local market, the company opened its Factory Shop in Haywards Heath in 2008.

Mark Shenton says, "From day one, we've communicated with the people who matter – our customers. We listen to what they say, and many of our designs and product range are a result of customer feedback. With so many people buying online these days, we make sure this is as easy as possible for them. For example, we've shot over 600 photos for our website so people can see all the colours on offer. Computer-coloured and generated images are not good enough for our customers!"

Wool Overs is preparing to launch its new season designs on 1 April 2009. The new range features 18 up-to-the-minute cotton and silk designs.

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Notes for Editors

Wool Overs Ltd is a family owned company, based in Bolney Grange, Haywards Heath, West Sussex. As well as manufacturing, Wool Overs retails both ladies and men's knitwear.

Wool Overs believes in using natural, renewable products and a significant number of the company's garments are knitted in pure British Wool. All Wool Overs' garments are machine washable and available in a range of colours and sizes.

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<http://www.woolovers.com>