



I trust you are keeping well and managing to get through these difficult times safely.

In view of the challenges that lie ahead I thought to share our plans and the measures we will be taking at Chroma to reassure you of our commitment to providing a safe and efficient schoolwear service that also helps to protect our customers and staff.

The Government guidelines provided means we intend to open the store fully to customers from Monday 15th June.

Obviously, we are looking hard at how we can implement and comply with safe social distancing within and around the store as well as looking at further hygienic solutions to ensure all customers and staff feel they have the maximum protection possible and also feel safe whilst in the store.

We have three key areas to help make this work:

Firstly, to aim to reduce the numbers of customers needing to visit the store we hope even more customers use our online sales service. We will be promoting this and have scaled up our staffing and IT levels to manage and cope with the likely higher demand and increase in sales orders via this service.

We have also improved our delivery service with the introduction of a Chroma home delivery service for those who live locally so that there is a choice between our signed 1st next day delivery service and a non-signed for home delivery service.

Secondly, and again to reduce the numbers of customers in-store, we will be promoting and setting up a Free Click and Collect service where customers can order online and collect their orders without even having to enter the store.

Thirdly, the measures we are putting into place for customers visiting the store include:

- Social distancing markings and guidance
- Hand Sanitisers available on entry
- Restrictive numbers in-store
- None trying on of garments – Advice from our expert staff on sizing
- Avoid touching or trying on of items

There may be other measures in conjunction with these subject to Government guidelines.

Please can we ask you actively encourage parents and students via newsletters, e-mailouts or any other communication that they take advantage of the online ordering or the free click and collect service as this will help to minimise the impact of numbers in-store. This will also allow us more time with vulnerable customers or the new schools students that have not seen their new uniform before.

Please also recommend that parents try to not leave the purchasing of uniform until after the guarantee date of the 7th August. This is always an especially busy period, as again a more even spread of customers means the store will operate more safely and efficiently.

Chroma stock levels are currently fine with all bulk orders from our schoolwear suppliers that were placed before lockdown due to be received on or around time. We are working extremely hard behind-the-scenes and we are determined to ensure that with your support and the understanding of parents and students, we'll meet the challenges ahead for the demand and delivery of uniforms in a safe and positive way.

Please do not hesitate to contact me if you have any questions, in the meantime stay safe and well.

Yours faithfully

Darren Fogg
Managing Director