



TEAM TALK

The Newsletter of Dynamix Teamwear

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The Art of Being the Best

Marketers are constantly looking for ways to differentiate themselves, or stand out from the competition. Which of course begs the question, what does it take to be different in today's very crowded marketplace?

Products are increasingly generic, with even first comers having only a very brief advantage before someone copies the product and enters their market. Thanks to the internet, and mass media we know about and can purchase any product from anywhere in the world. Competing on price is, in the short term, great for consumers, but beyond a certain point is unsustainable and inevitably leads to business failure.

So it was with interest I read recently that businesses shouldn't worry about being different, they should simply strive to be the best. That concept resonated with me. Being the best, giving a quality experience, is what we have always strived for. It is about doing the seemingly simple things well. Things like treating customers with respect; listening and putting customers needs before your own; delivering on time and to specification; providing good advice and support. In short making the process easy.

That is not to say we always get it right. There is a certain inevitability about getting things wrong occasionally. As one wit once said, "If you don't want to make mistakes, do nothing". It's often what happens when things do go wrong that separates the good from the rest. Our attitude is to solve the problem – not try to apportion blame – then try to learn from it so that we can be that little bit better next time. That may not be unique but it is hard to find.

Customisation is Choice

We have put a lot of emphasis in the past two years in developing our Stock range. These are largely imported products, with the obvious advantage of being available for immediate delivery, often at incredibly good value for money. Prices are often a third to a half of locally made products, and not surprisingly this is very attractive to many customers.

The down side to this proliferation of product is the loss of choice. Where once there were many local manufacturers, each offering a selection of unique designs. We now have a handful of importers. While I'm incredibly impressed by the range and depth of imported product, and it gets better with each season, they simply cannot offer the same choice. Inevitably there is a sameness creeping into the look of uniforms as a result.

Uniform should be distinctive and unique. It is a way of differentiating an organisation; making it stand out from the crowd. This is why we continue to manufacture and offer a full customisation option.

With all 'made to order' styles we guarantee not to repeat the same style/colour combination within a geographical region. If it's for a national organisation we guarantee total exclusivity. Customisation allows you to choose not just colours but fabrics, and design features, improving wearer comfort, durability and functionality.

Sure the list price may be higher but over the life time of the garment there can be significant savings, and that's taking no account of the intangible value it adds to your branding.



Second Nature | Landscape construction and maintenance

Auckland landscaper's Second Nature, are a client that understands the benefits of customisation. Their staff is highly visible to their clients and the general public alike, and their presentation is an integral part of their overall corporate image. You can read their story[HERE](http://www.secondnature.co.nz).

www.secondnature.co.nz

Winter Warmers



H4259
Striped Skull Beanie



H4243
Acrylic Beanie



H4253
Polar Fleece Lined Beanie



H4189
Cable Beanie

Beanies	10-20	21-50	51-100
H4259	\$4.50	\$4.10	\$3.80
H4243	\$3.95	\$3.55	\$3.20
H4253	\$4.50	\$4.10	\$3.65
H4189	\$4.75	\$4.30	\$3.95

Keep warm with one of these hot beanies. They make a great addition to your uniform or a fantastic promotional gift.

Many colours to chose from.

SPECIAL OF THE MONTH



For **every** microfleece* you buy during July we'll give you **FREE**, one H4243 beanie (or upgrade to one of the other styles for only \$1.00 each)

* Minimum order 10 units (can be any combination of the styles below)



AL-AU2 Ballistic Top

Unisex 210 gm pullover microfleece with tapered sports fit and curved hemline.

Sizes: XS - 5XL \$28.00

Volume Discounts will apply

Colours: Black, Navy



B DGM Men's Active Microfleece B WDGM Women's Active Microfleece

Pullover microfleece

Sizes: Men's S - 3XL \$41.00

Women's XS - XL \$38.70

Volume Discounts will apply

Colours: Black/White, Navy/White, Navy/Sky, Silver/Black

All prices include G.S.T.