

J&R Sports

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Wholesaler of sporting goods and supplies J & R Sports have been one of the UK's leading extreme sports distributors for many years, distributing one of the most comprehensive brand portfolios of any distributor in the UK and we are actively working to add to this great portfolio every year. Over the years our retail partners have expected J & R Sports to supply the best products and service of any other distributor in our market sector and this year is no exception. Founded in 1998 by the father and son combination of John and Richard Birchwood, hence the J & R name and have over 50 years experience of supplying the extreme sports, specialist and toy trade. As a company we pride ourselves not only on the excellent one to one relationship we have with our customers, and this will continue despite the implementation of our new B2B site, but also on the service levels we provide in terms of quick despatch, after sales service and the quality of products and brands we have in our portfolio. If you are considering J & R Sports for the first time, we are here to help with a dedicated, experienced sales team that can advise on quantity and range of products you should try for initial orders to help get you started, we will never try to oversell you anything. J & R Sports remain committed to supporting and working with the independent retailer to increase sales and margins. As the internet is an increasing market for retailers, whether as an E-Tailer selling only via the internet or if you are using the internet to boost the sales from your store, we have put into place many procedures that will assist you in not only selling our products over the internet but also getting them delivered quickly and efficiently. For product specifications we recommend that retailers use the descriptions in this price list. However, it is not only E-Tailers who benefit from our DD service, but also many retailers who sometimes do not have the space to have our full range in stock at all times but can now arrange for us to send our products direct to THEIR customers. (*Applies to mainland UK only). It is said that actions speak louder than words.

words and with J & R Sports this is emphasised by the brands and products in our portfolio which confirms that our philosophy IS to be the leader in our field and not to follow.

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