

SAUDI HEAD-DRESSES FROM NORTHERN IRELAND

By Kevin Lynch

An R & D orientated company from Northern Ireland has won an order worth about £450,000 to supply traditional head-dresses to Saudi Arabia. Lintrend Managing Director, Dr Fred Sloan, expects further orders totalling some £2.5 million to be confirmed in the coming months.

The orders are for traditional head-dresses, known as Shemaghs, treated with the new Coolfix technology, which Lintrend has developed and patented. Coolfix gives the cotton garments a cool feel, similar to linen, makes them crush resistant and requires little ironing. In addition it preserves the new look of the garments after multiple washes.

Dr Sloan won these orders through contacts made during a trade mission to Saudi Arabia in March 1998 organised by the Industrial Development Board of Northern Ireland.

Lintrend products marketed under various brand names had already made an impression on the Saudi market. They have gained a high reputation for comfort and practicality.

UK Manufacturers dominate the middle and top end of the market for traditional Arab headwear. Over 90% of Arab Head-dresses sold in Saudi Arabia are imported from the UK.

The market is worth about £20m per annum to British suppliers



Thanks go to Roger Chartres for supplying this cartoon

Freudian Slip

This memo was copied to me by one of my colleagues so I can personally vouch for one of the most amazing typing errors I've ever seen in the Kingdom

Re: Data information

Dear Abubaker,

This note is to inform you that PARC requested us today to increase the hard disk capacity by another 2.5 GB. Basically, the need is mainly due to the new size of their updated program applications and data collection.

Consequently, may we have your approval to acquire this additional hard disk to which the cost is only \$ 287 to overcome this unexpected necessity.

Count on your early response.