



Finest Brands International Limited

Trading Policy

We are a family owned, British business, with a proud 38-year heritage of supplying the equestrian market with safe, reliable and well-made products. Our brands, **Champion** safety products and **Toggi**, equestrian and country lifestyle clothing and footwear have gained international status and are sought after by discerning riders seeking safety and quality from our mix of sourcing products that combine traditional values and modern technology.

Finest Brands International is committed to trading profitably and to supplying its products to the market through like-minded Wholesalers, Retail Stockists and responsible internet channels that share similar values.

Consistent or habitual discounting of our products, outside of responsible marketing norms that maintain brand value, form no part of our preferred strategy.

In recognising that business in the 21st century is dependent upon good management and profitability, Finest Brands are committed to establishing and maintaining a value-added marketing strategy in partnership with all its Wholesalers, Retail stockists and on-line operations, for the benefit of all customers; business partners, horse riders and country life enthusiasts.

Board of Directors, 2017



A REPUTATION BUILT ON SAFETY
www.championhats.co.uk

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LOVE THE OUTDOORS
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