



DANIEL HERSHESON

With its flagship Conduit Street store, the London-based Daniel Hersheson brand arrived on the fashion scene during the early Nineties. Models, celebrities and the press were soon attracted to the styling of the salon.

Soon after the first professional straightening iron hit the market, Hersheson opened a luxury hair spa in Harvey Nichols, followed by a Blow Dry Bar in Oxford Circus in 2006 and a third Blow Dry Bar in 2010.

Online and in-store hair accessories and extensions followed, and 2012 saw the opening of a fourth store in Selfridges on Oxford Street.

The business requirement

With the launch of their range of hair accessories and extensions in 2010, Hersheson's needed adhesive product box labels.

Hersheson's searched the internet to find a labels supplier and received three quotes. They evaluated the quotes on cost, location of the label supplier and minimum order quantities.

They needed a reliable company to work closely with, who also understood their needs and products. In other words, a good working relationship was crucial.

The solution

After evaluating the quotes, it was clear that RGS Labels could offer quick turnaround times, reasonable costs and were eager to help. They had a large and reputable client base and dealt with all of Hersheson's enquiries professionally and swiftly.

RGS provided base labels for Hersheson's product boxes however over time a broader set of requirements has evolved.

Today, RGS Labels not only continue to produce the product box labels but also manufacture Hersheson's tamper seals, security labels and display labels.

Key benefits

RGS Labels provides an invaluable service to Hersheson's, which has led to the two companies forming a healthy and professional relationship.

RGS never fail to deliver excellent labelling and are always available to answer Hersheson's needs.

Not only does RGS Labels bring a competitive price to the table, they also deliver quality label products on time, every time - an absolutely vital element of any business relationship.



“ RGS Labels have taken the time to understand Hersheson's. We turn to them regularly for help and advice on almost any product related issue.

RGS are always on standby whenever we need to create or renew any type of labelling for our products. They are able to design new artwork, and templates that are suitable for our specific requirements almost immediately.”

Emma Livermore
Office Assistant | Daniel Hersheson

RGS Labels | Complete quality label solutions

RGS Labels • 7 & 8 Roman Way • Godmanchester • Huntingdon • Cambridgeshire PE29 2LN

t 01480 456556 **m** 07872 987655 **e** sales@rgslabels.co.uk **w** www.rgslabels.co.uk