



GIRLING S

NEWSLETTER

November 2021

Reflecting on a year that's been both challenging and celebratory...

This year began with great challenges for us all and we would like to thank you for your understanding and patience during periods when we were unable to give you our usual personal service. We end the year with renewed hope, having achieved so much since fully reopening our two hearing clinics; along with officially launching our second business, The Microsuction Company, specialising in ear wax removal. We have also expanded our team, with the arrival of Liz Murray to look after our online presence and marketing across both businesses - so important in this digital age we find ourselves in. We hope those of you who are inclined will join us on facebook, twitter or instagram to enjoy our latest news and updates!

It has also been a celebratory year for our family business, as we reached milestone anniversaries of **20 years in Sherborne** and **10 years in Fordingbridge**. Our news featured in local magazines, as well as online, and was promoted in our clinics. We appreciate the many good wishes we have received from clients throughout the year and we're pleased that so many of you availed yourselves of our anniversary offers; most recently the FiverFest campaign for independent shops in Sherborne. We have also been delighted to support many local charities and good causes this year and we invite you to read more about that overleaf.

We continue to keep up with the many technical advances in hearing. Being truly independent, we are able to work with a wide range of suppliers to offer you the latest technology, and tailored solutions, for your hearing needs. For example, this year Bernafon launched Alpha, the first rechargeable hearing aid with Hybrid Technology™, while Oticon More™ and Opn™, connecting to your smartphone via Bluetooth® technology, now offer even more sound quality. Next generation aids from Unitron are proving very popular, as is the only rechargeable in-the-ear (ITE) solution on the market, from Starkey. These are just a few examples from some of the many manufacturers we work with, so do contact us if you'd like to find out more, or to arrange a personalised demonstration.

Christmas and New Year opening hours

Many of our manufacturers close down over the Christmas period, and those who don't have advised they will only be available for two days in between. So, please may we gently remind you to ensure your hearing needs are reviewed in good time for the end of year gatherings and festivities?



We will close our doors at the usual time on
Thursday 23rd December
and re-open on
Tuesday 4th January 2022

If you're stuck for stocking filler ideas may we suggest cleansing kits, long tab batteries for hearing aids or something from our extensive range of hearing accessories? Do call us for more information.

Fordingbridge Glows

We are looking forward to the **Fordingbridge Christmas Glow** event on Saturday 11th December from 2.30pm-7pm at Roundhill. It's great to welcome back events to the town once more and we hope to see you there!

We also invite you to the **Sherborne Festive Shopping Day** taking place around the town on Sunday 5th December from 10am-4pm, promising fun and festivities for all ages, including a parade and tree lighting event.



Don't forget The Girlings Loyalty Scheme

The Girlings Loyalty Scheme is our way of saying thank you to our clients. When you buy your hearing aids from us you automatically receive loyalty benefits, including 25% discount on replacement batteries **PLUS** half price hearing tests, ear wax removal at £35 instead of up to £80 **AND** 10% discount on all future hearing aid purchases.

Fundraising and charitable giving

The pandemic impacted our usual fundraising activities in our hearing centres and, of course, many charitable events were cancelled. However, we continue to collect in our clinics for the Mary Hare School and Dorset & Somerset Air Ambulance - please just ask us if you would like to make a donation. In addition, this year we have supported the following events and good causes on your behalf:

- THE RNLI
- ROYAL BRITISH LEGION
- SHERBORNE VOLUNTARY AMBULANCE
- HEARING DOGS FOR DEAF PEOPLE
- OPERA IN OBORNE
- SHERBORNE TOWN FOOTBALL CLUB



LOOKING FORWARD TO 2022...

We're supporting a new defibrillator for Sherborne

We're delighted to share the news that Girlings has pledged £500 to help provide a second life-saving community defibrillator for Sherborne, working with the Community Heartbeat Trust, Sherborne Town Council and Sherborne Chamber of Trade. Fordingbridge already has four defibrillator locations, whereas Sherborne only has one; so we're pleased to support this effort for a second defibrillator to be provided for the town by the spring of 2022.

Once again, we thank you for your continued custom and wish you 'happy hearing' over this festive season.

Nicola, Ian & Dan
and all the team...

Michela, Beth, Louise and Liz



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