

eurofoam

Top Quality Mattresses

MARKET

Euroflex Ltd, Kampala, established in 2001 is the leading manufacturer, exporter and supplier of Polyurethane Foam mattresses and are the pioneers in launching Pocket Spring Mattresses in the entire Great Lakes region. Based on their technical acumen, growing market confidence and strong distribution network, today they specialise in manufacturing and marketing a matchless variety of Foam Mattresses, Spring Mattresses and related Bedding products using high quality raw materials and state-of-the-art technology making EUROFOAM, NILEFOAM and NILESPRING mattresses which are well established brands in the East African region.

At Euroflex, they constantly focus on quality during all stages of the product development process and adhere to strict quality norms right from sourcing of raw materials until final delivery which is implemented by a team of quality inspectors who ensure that customers get value for their money. The Euroflex manufacturing plant is equipped with hi-tech computerised machines which make them capable of quality output every month and deliver bulk orders within delivery time frames in the most efficient and cost effective manner. Owing to their high quality standards and deep understanding of the ongoing market trends, Euroflex is in a position to come out with a product range which is at par with any International Brand for Home or Hotel use.

In terms of overall Spring and Foam Mattress market share, Euroflex commands the highest market share in Uganda.

In the next five to ten years Euroflex can forecast strong hold of its brands in the entire

East African region. In terms of turnover they forecast steady growth of 10-15% and, since they are already the market leader in Uganda, their target is to penetrate in the neighbouring countries in the years to come.

ACHIEVEMENTS

The company is accredited with the NEMCO ISO 9001 : 2008 by NEMKO, Norway and strictly adheres to UNBS required standard. Their entire range of Mattresses is UNBS certified. It is led by the KAIZEN principle, which helps in continuous improvement, productivity and better customer service. Euroflex has also won many other quality awards.

Their sincere commitment to their customers for the highest quality of mattresses has made them the market leader in the industry leading to many awards such as:-

2002 - Uganda Investment Authority Award.

2006 - Achieved the Q Mark for NEMCO ISO 9001:2008 and currently is the only foam company in Uganda with the "Q" Mark from Uganda National Bureau of Standards along with continued NEMCO ISO 9001 certified facility for more than five years.

2008 - Presidential Export Award.

2009 - Presidential Export Award.

2010-2011 - People's Choice Award Winner.

2011-2012 - People's Choice Award Winner.

2012 - KACITA quality Award Winner.

2012 - Recognised as one of Uganda's Top 50 Brands and outright winner in the foam Sector.

2013 - Uganda Responsible Investor Award – first runners up.

2012-2013 - People's Choice Award Winner.

Proudly Uganda Manufacturer Award.

A lot of hard work and systems engineering was needed to get the NEMCO ISO 9001 standard, it has helped tremendously in making their systems more efficient and also helped secure business from large multinationals who are also running on the NEMCO ISO 9001 system. Euroflex decided that they needed the NEMCO ISO 9001 system to be able to assure customers that they had efficient and correct processes in place to ensure that the products

they are buying from Euroflex are of the highest quality and produced using the best systems possible. Euroflex Ltd's entire production facility has been certified and run on NEMCO ISO 9001 since 2006.

Due to their consistent quality, brand and high level of customer service, they have managed to get recognition of their top quality mattresses in the Ugandan and Great Lake region market and today they are the market leaders.

HISTORY

Euroflex Ltd had a humble beginning with ten workers and, over a period of time, the company expanded, today it employs nearly 250 Ugandans which includes skilled, semi skilled and casual workers. Other than this Euroflex Ltd is a source of income for many others who are directly, and indirectly involved, in transportation of goods and other services required by the company.

The company was started in 2001 and there were many challenges to be faced in terms of training staff, operations of machines, distribution and selling to new customers and development of the brand, being a new entrant in the market. Year on year Euroflex has grown in terms of brands and quality, starting with an initial single product, today Euroflex are making over twenty different types of mattress qualities with a work force of 250 people. Operations started with a modest 25,000 sq/ft in 2001 and they have expanded now to a new purpose built factory which comprises over 150,000sq/ft, operating state of the art computerised machinery in all their process from order placement to product delivery

In the early years branding was difficult as there were already established players in the



eurospring

memory foam spring mattress

foam encased

mosquito free

flame retardants

washable cover

eurofoam

Top Quality Mattresses

Your 1st
Choice



market but a concerted effort was made with wholesalers, distributors and retailers to promote the brand and enhance its image, with purchases of new advanced machineries, qualities among the brands were significantly improved leading to enhanced brand image and thereafter better branding of the products across the range.

Through continued advertising in various media Euroflex slowly increased the awareness of the brand and hence its advancement, which has now become a household name.

PRODUCT

The main aim of the products is to provide comfort and cushioning needs of the mass public through high quality products and affordability at the same time, starting from the low end school mattresses to very high end pocket spring memory foam mattresses, the aim is to provide all types of people with the best quality mattresses that suit their budgets.

RECENT DEVELOPMENTS

Euroflex are, to date, the first and only manufacturer of the world famous memory foam in the entire region - technology originally used by NASA for their astronaut space suits which is now being used everywhere in the world to provide the highest quality support for the back and neck when asleep.

PROMOTION

Euroflex advertises in many print media within the country, namely the leading newspapers such as The New Vision, Daily Monitor and Bukedde as well as the The Eye Magazine, UNBS Quality Chronicles, NEMA Magazine. They also run many adverts in the various radio stations country wide. Advertisements are translated into local dialects in the various regions to achieve maximum awareness of all the brands, the same process is

repeated in the countries to which they export namely DRC, Rwanda, Burundi and South Sudan. All Euroflex's major distributors, wholesalers and retailers are provided with name signs carrying the brand throughout the country and all twenty trucks that are used for distribution are branded so that we have moving billboards at all times throughout the country. Various adverts have been run on the local television stations like UBC and WBS during certain times of the year.

A number of promotions have been run at various times, the most prolific one being where a car was offered to the winner, a highly difficult task but was organised very well by the team leading to the grand finale where all the winners were present and were presented with their prizes. The first prize being a car, second prize a motor bike, third prize was a fridge and so they had prizes going on throughout the year. Branded caps, t-shirts and umbrellas were given as mini-prizes, these events generated mass interest and gave great mileage to the brands.

A very large range of promotional posters, banners, tear drops, pull up banners all with the various slogans attached to various brands have been produced and placed strategically where the different brands are placed all the way from low end to high end.

Euroflex is proud to say that they are one of the few companies in the entire East African region that has actual e-commerce capability through their website where people can purchase their required products directly from the website and get them delivered to their doorstep.



BRAND VALUES

Euroflex's aim is providing the highest quality of mattresses at the most affordable price to all their range of customers.

On the high end mattresses all mattresses come with a warranty from four to eight years and should any defect arise in this time due to a manufacture default the product will be replaced free of cost.

Due to highly computerised use of systems right from the initial raw material ordering, to the use of state of the art modern machinery throughout the production process, qualities and procedures are maintained to world international standards to ensure the customer gets only the highest quality mattresses throughout the entire range of products.

www.euroflex.co.ug



Things you didn't know about Euroflex

Eurofoam and Nile Spring are the only UNBS certified brands which are made in NEMKO ISO 9001 certified manufacturing unit and are available at all major super markets in Nairobi – Kenya, Kigali-Rwanda and in Kampala and at the up countries in Uganda viz; Nakumatt, Uchumi, Game, Tuskeys and at many other outlets.

Euroflex is the only NEMKO ISO 9001 and UNBS certified manufacturer of very high end Memory Foam with Pocket Spring mattresses in entire East Africa.

Euroflex Ltd is the only company who manufacture Pocket Springs indigenously with UNBS mark and in a NEMKO ISO Certified state of the art production facility.

Superbrands