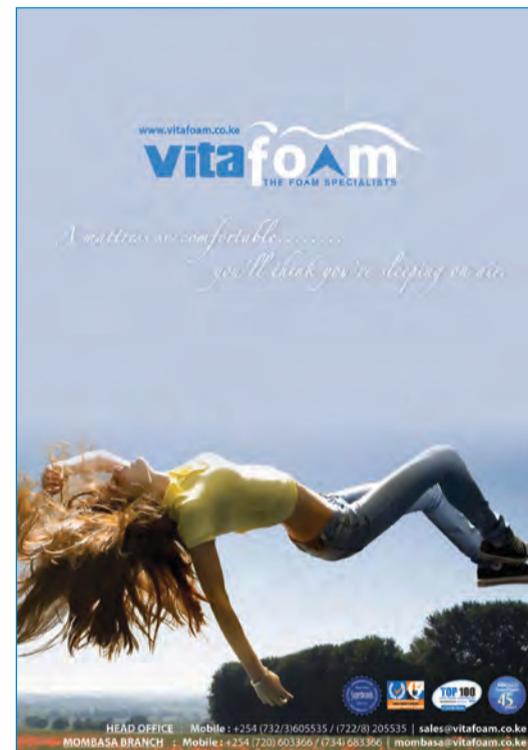


vitafoam

THE FOAM SPECIALISTS



MARKET

Vitafoam Products Limited is one of the largest producers of quality flexible polyurethane foam in Kenya whose major customers include individuals, supermarkets, wholesalers, retailers, government, private institutions, NGOs, furniture and industrial sector.

Currently the key drivers of market changes taking place in the industry include changing urban habits which have caused the spread of dynamic modern retailers and wholesalers.

In terms of volume there is an increasing demand, especially from the middle class. There is now a middle class in the market which is going to grow in the years to come. The company distributes its products in the COMESA region and its fleet of over 30 vehicles ensures timely delivery to all their customers in all locations.

Whilst predominantly involved in the furniture and bedding markets, Vitafoam's continuous research and development quest has resulted in a significant turnover in the industrial sector which is packing, cleaning and insulation.

From their acquisition of over seventeen acres of development land, along the Thika Superhighway, they plan to move their operations to a larger factory.

Vitafoam are looking to double their turnover in the next seven years and triple it in the next ten years and are keen to become a listed company and start trading in shares at the NSE.

Vitafoam targets all market segments by manufacturing quality products that cater for every income level. Its broad target market spans the spectrum of consumers with each market category targeted by a specific brand.

Despite the entry of competing foam manufacturing companies, offering lower quality products at reduced prices, Vitafoam has proudly and consistently maintained high standards of quality and ensured safe products get to the consumer. This policy has resulted in Sales Turnover in 2011 increasing by 15% which translates into production of over 3,500 tonnes in 2012, giving Vitafoam an overall market share of approximately 30%.

ACHIEVEMENTS

In 1992 the factory was relocated from Bamburi Road Industrial Area to the present location on Mombasa Road, an over 100,000 sq ft facility.

Product quality maintenance from the onset led the company, in 1996, to be the first foam manufacturing company in Kenya to receive the prestigious "Diamond Mark of Quality" from the Kenya Bureau of Standards.

Received the Kenya Quality Recognition award in 2000 and ongoing.

First Prize in Homes Kenya Exhibition in 2008 – Interiors and Decors Category

Awarded KPMG Top 100 Mid-Size Company Award in 2008 – 48th Position

Awarded KPMG Top 100 Mid-Size Company Award in 2009 – 47th Position

Awarded KPMG Top 100 Mid-Size Company Award in 2010 – 27th Position

Achieved KPMG Club 101 status in 2011 after exceeding the Kshs 1 billion figure.

Became an ISO 9001:2008 registered firm in 2011 ongoing.

First Prize in Ideal Interiors Expo 2011 – Soft Furnishings Category.

One of the Top 20 Superbrands in Kenya for 2012-2014.

Awarded ISO 9001:2008 certification in 2011 by QAS International from the UK, the first foam manufacturing company to receive this accreditation in Kenya.

Vitafoam developed and implemented a Quality Management System to document the company's best business practices, better satisfy the requirements and expectations of its customers and improve the overall management of the company.

The first foam manufacturing company to introduce Latex and Memory foam products in East Africa.

It is the first manufacturer in the Southern Hemisphere to have mattresses covered with an organic cotton fabric which is scented with lavender, ginseng, ylang ylang, strawberry, mint and oxygen.

HISTORY

The company was bought from British Vita, which established Vitafoam East Africa Limited in 1967, (an associate of British Vita of UK) and later renamed as Vitafoam Products Limited under their patent rights.

Operations started in Mombasa in a mere 5,000sq ft factory with only 25 staff. Vitafoam expanded operations and opened a branch in Nairobi in 1970. The tremendous success of the Nairobi Branch led to the shift of the Headquarters from Mombasa to Nairobi, employing over 80 staff.

In 1989 British Vita resolved to disinvest and sell the shares of the company to indigenous

Kenya. The great opportunity was taken up by the present owner of the company, Mr Chandrakant Premchand Shah, who took control of the firm as Chairman and renamed it Vitafoam Products Limited along with his wife, the late Mrs Ramlaben Chandrakant Shah, decided to expand the company and relocate the premises to its present location on Mombasa road, an approximately 100,000 sq ft facility under a new investment plan, new equipment and machinery. They then moved part of their operations in March 2013 to the new premises along Mombasa road with an additional 35,000 square feet.

The company's expanded product basket today includes superior quality foam products including mattresses, cushions, foam sheets, carpet underlay, bolsters, and pillows of various densities and sizes, their Vitality range of products as well as Hollow fibre pillows and soft cushions.

PRODUCT

Vitafoam understands that everyone has unique mattress requirements so all their mattresses are completely customisable.

Their top priority is to help you get the best comfort possible by creating the perfect sleeping environment.

Ranging from polyurethane foam products including: mattresses (Class 17 to 35, FCHR, HR, FR foams and orthopaedic mattresses), foam sheets, bolsters, rebonded foam, carpet underlay, foam cushions and baby cots.

The Vitality range of products include:-

Memory foam products – mattresses, pillows and mattress toppers.

Memory foam is a hypoallergenic product originally designed by NASA offering comfort and support across the whole body. It moulds itself to the body while spreading your weight evenly. It has been clinically proven to provide amazing pressure relief and comfort.

Latex products – mattresses, pillows and mattress toppers.

An environmentally friendly product from Vita Talalay. Vitafoam believes that a good night's rest is essential to feel energised during the day which is why they provide their customers with the highest quality bedding components available on the market. Vita Talalay is a superior latex that offers comfort and durability for top quality

mattresses, toppers and pillows. It beats all other foams in terms of resilience, uniformity, durability and ventilation. Vita Talalay is flexible and luxurious. Years of market research and product refinement have shown that nothing is better for a good night's sleep than Vita Talalay latex.

Luxury pocket spring mattresses minimise the movement on the mattress so you won't notice when your partner moves. The memory foam pillow top layer helps maintain the correct posture and keeps your spine aligned horizontally, effectively eliminating pains associated with sleeping in the wrong positions.

Bonnell spring mattresses' open spring concept means the mattress adjusts according to the weight of your body and is classed as the traditional orthopaedic mattress.

Mattress protectors have been designed to protect and extend the life of your mattress. They are designed to block all liquids, dust, mould and bacteria from getting to your mattress. The top layer is made from 100% cotton and is backed by an impermeable plastic layer.

Vitashield Bed Bug and Dust mite exterminator is an environmentally friendly all natural unscented enzyme activated product. It reacts violently with insects' exoskeletons, eradicating infestations without harmful pesticide.

Vitafoam is one of the only producers in Kenya offering 100% natural mattress covers that are Organic cotton, aloe-vera, or bamboo. Vitafoam also offers scented washable covers with scents such as: Ylang Ylang, Ginseng, Strawberry, Lavender and Mint fresh which serve to invigorate sleep quality to eliminate fatigue and hence ensure you wake up refreshed.

Vitafoam Silver plus covers are eco-friendly, antibacterial and hygienic and also reduce odours.

Vitafoam Oxygen plus covers are infused with negative ions which ensure easy respiration, decrease allergic reactions and ensure fast recovery from fatigue.

Vitafoam Anti-Mosquito covers are hypoallergenic and environmentally friendly. They do not contain chemical pesticides and they keep mosquitoes at bay.

RECENT DEVELOPMENTS

Vitafoam recently introduced Pocket spring and Bonnell spring mattresses whose qualities are mentioned in the product section above.

They have also purchased over seventeen acres of development land along the Thika Superhighway which is the latest spearhead for expansions throughout the region.

PROMOTION

Vitafoam promotes its brand through various media platforms depending on the time of the year and season of the year. In the print media, they regularly advertise in all major papers, also advertise in magazines such as: Little Gate Publishing, Msafiri Inflight Magazine, etc. Vitafoam advertise outdoors through billboards and high impact signs. In broadcast media they are in various radio stations throughout East Africa.

They also promote their brand in the electronic media through social media. They further promote the brand through sponsorship endeavours like the recently concluded Chase Foundation, SAMOSA festival and the Vintage and Classic Car Club of Kenya Annual Run. Regular participation in Exhibitions and Trade fairs

They also use below the line tactics to promote their brand.

In collaboration with deal houses they offer special discounted prices on some of their products which are highly successful sellers at great prices. Billboards and radio promoting the new Vita ranges have been hugely successful in creating awareness of the brand and they have seen sales of these products increasing from no market to about 20%.

BRAND VALUES

Vitafoam products are the ultimate in style, comfort, durability and quality. Individually crafted to a customer's requested dimensions and specifications, they are the perfect fit through use of the latest technology whilst ensuring affordability. Vitafoam's aim is to deliver total satisfaction to their valuable customers by continually improving processes to ensure that their products consistently meet, or exceed, their customers' expectations whilst being environmentally friendly.

Vitafoam is a company with committed management and staff and a single overriding goal and theme –

"Sleep Well...Feel Better...Live Longer", "THE FOAM SPECIALISTS" slogan shows how Vitafoam has combined over 45 years of experience and authority with innovation to offer the most comprehensive solutions to a multitude of technical problems across variety of markets.

Vitafoam sources raw materials from different locations including Russia, Europe and Japan and ensure their producers meet high environmental and anti-pollution standards.

The company ensures it doesn't compromise on quality nor endanger those involved in the manufacturing process as well as the end user.

www.vitafoam.co.ke

Things you didn't know about Vitafoam

Vitafoam Products Limited is a franchise of British Vita even today!

The secret to the company's success is its loyal customers as well as the company's human resources, commitment to quality and strong business ethics and foundation.

Vitafoam Products Limited has another branch in Mombasa along Chai Street in Shimanzi.

The Shahs are well known for their philanthropy which is a legacy deeply instilled in Vitafoam. The company reaches out to society through several Corporate Social Initiatives including funding of childrens' homes, sponsoring of needy and less fortunate young people to pursue education at all levels.

Vitafoam celebrates its 45th Anniversary in 2012.

Vitafoam not only produces environmentally friendly products but also ensures that the company runs under eco-friendly guidelines, recycling is a very important aspect of the company. Vita Talalay, from Netherlands, sold only to Vitafoam's across the globe.

Vitafoam is coming up with new and exciting products that will change quality of sleep in East Africa.

Superbrands