



MARKET

Vita Foam (T) Ltd is Tanzania's leading mattress manufacturer and bedding solutions provider. They salute their loyal customers who have supported them through a decade of innovation, persistence and excellence. In establishing a resolute and trusted name in the industry, whilst pioneering the revolution in the foaming



those looking for more durability. Being a premium foam mattress, this grade is highly recommended for sofas and cushions.

Vita Raha Plus: An orthopaedic (medical) mattress with an inner core of 100 Density re-bounded foam, with optional top layers of high density/high resilience/visco elastic foam. Most suitable for those who prefer firm

industry in Tanzania, Vitafoam stand tall and above the rest in providing highly professionalised and customised products in the mattress industry.

Over the years, since its inception in 2001, Vita Foam has grown stronger, become smarter and learnt to listen to their customers' needs in providing consistent healthy sleeping solutions for homes, hotels, hospitals, school and university hostels, defence forces, prisons, various institutions, high-end residential apartments and every individual.

With a rich product mix that consists of a variety of foam, spring and orthopaedic mattresses, pillows, cushions, complete bedsets and various ancillary items such as protectors and bedding linen, Vita Foam are proud to position their brands as affordable, available and durable for a one stop premium bedding solution for all. They further specialise in providing complete bedding solutions to hotels.

ACHIEVEMENTS

With Vita Foam's strong brand name and quality motto, they pride themselves with many firsts in the market that have contributed to the success and professionalism of the firm:-

First foam manufacturer in Tanzania to be officially certified by the Tanzania Bureau of Standards (TBS) in the year 2001.

First mattress company in Tanzania to achieve ISO 9001: 2008 quality management certification in the year 2014.

First manufacturer in Tanzania to introduce spring mattresses with 100% in house manufacturing facility.

First mattress company to introduce the highly popular Vita Raha Plus brand of orthopaedic Mattresses in Tanzania.

First manufacturer in Tanzania to offer genuine manufacturer's warranty against defects.

First foam manufacturer in Tanzania to be awarded the Gold Award of the prestigious Business Initiative Award, Geneva

Voted as Superbrand for 2015-16

PRODUCT

Vita Foam's brands are:-

Vita Raha: Their flagship and most popular brand of 23 density foam mattress. A tried, tested and approved product.

Vita Supreme: A 28 density foam mattress for

support.

Vita Spring: Everflex (pocket springs) and Duraflex (bonnell springs) brands of spring mattresses come with the latest technology and are available in all standard and customised sizes.

Vita Bed Set: An elegant and sturdy complete bed set (Divan) available with a mattress of your choice, headboards and optional side cabinets. A perfect solution for hotels.

Other bedding ancillary: Variety of pillows, mattress protectors, wide range of bath and bedding linen and customised foam.

Vita Foam have further enriched their product





range by creating pillow top mattresses and HR foam to provide wholesome solution to different sectors of their clientele.

RECENT DEVELOPMENTS

Having gained a strong foothold in the mattress manufacturing arena, Vita Foam has expanded its operations in sourcing and distributing various hospital equipments and medical supplies. For the past five years, they are actively engaged in supplying various medical supplies, hospital furniture and equipments to various institutional segments.

Vita Foam are registered with the Tanzania Food and Drugs Authority for their medical business and

VITA FOAM now

VOTED Superbrands
East Africa's Choice
2015-16

Complete bedding solutions

Vita raha Magodoro ya UHAKIKA - 23 Density
Vita raha+ An advanced medical mattress
Vita Bedset An expertly crafted bedset
Vita supreme Top of the range Mattress with 28 Density
Vita spring Everflex An advanced pocket Spring mattress
Vita spring Duraflex A conventional Spring mattress

PROUDLY TANGANYIKI
MADE IN TANZANIA



have several devices registered to their name.

Vita Foam also represent many manufacturers in Tanzania and abroad for textile items and regularly supply suiting material, uniform material, bedsheets, towels, blankets, mosquito nets and other allied items. These items are regularly supplied to various organisations, hospitals and hotels.

PROMOTION

Vita Foam have been a frontrunner in customer education, taking great interest in creating awareness on social media, TV, outdoor advertising and newspapers. They heavily advertise on TV, sponsoring the daily 8pm news and further advertise in print and outdoor media. Such campaigns have helped them ensure a wide range of viewership.

They also have alliances with large supermarket chains such as Nakumatt, Game and Shoppers, who provide them an altogether new distribution channel for their clientele.

BRAND VALUES

Vita Foam has a very good setup of its manufacturing and business activities on a 8,000 square metre area with a modern built up area of 5,000sq m. They have earmarked 1,200 sq m area for warehousing of medical supplies and other trading items. The company has a second manufacturing facility at Mwanza to cater to the rising demands of the Lake zone.

Vita Foam are professionally managed by technical and managerial personnel in all fields and that gives them an edge over their

competitors when rendering professional services or doing business.

With an enviable distribution network, the company's reach further extends to branches and depots at Dar Es Salaam, Mwanza, Mbeya, Arusha and Tanga apart from a strong dealer base nationwide which make their products easily available and accessible.

Through this widespread distribution network, Vita Foam will always be your most professional, reliable and high quality bedding solutions provider and they will continue to guarantee the best sleeping solutions in line with their motto – 'For the REST of your Life', as they continually invest in the latest technology and human resource.

To ensure their products meet the desired quality, they have put in place a rigorous internal quality management system which makes certain that all their products go through quality checks at each

stage of production and are packaged appropriately to ensure the product is neat and presentable.

This is testament to Vita Foam's commitment, by achieving the highly reputed ISO 9001 quality management system standards, which have helped them to continually improve in terms of quality and efficiency. Through the use of structured reports, pre-determined control parameters and consistent quality checks, ISO 9001 standards has given them an impetus to focus on improving quality, reducing wastage, making better use of resources, maintaining records and production logs and ensuring a safe working environment to ensure that all their products achieve the highest quality standards.

www.vitafoamtz.com

Things you didn't know about Vita Foam TZ

Vita foam (T) is the first mattress company in Tanzania to achieve ISO 9001:2008 certification

Vita foam (T) is the first mattress company in Tanzania to be certified with TBS standards

Vita foam (T) is the first mattress company to offer genuine manufacturer's warranty on all its products.

Vita foam (T) is the first mattress company in Tanzania to 100% manufacture wide variety of spring and orthopaedic mattresses.

Vita foam (T) is the first mattress company in Tanzania to get selected as Superbrand.

Superbrands