



MARKET

For the 3rd year running, Vita Foam is proud to be bestowed by the award of Superbrand 2017-18. Having pioneered the mattress manufacturing and bedding solutions industry in Tanzania, they would like to extend their utmost gratitude to their loyal customers and stakeholders alike who have supported them through years of innovation, persistence and excellence. In establishing a resolute and trusted name in the industry, they stand tall and above the rest in providing highly professionalised and customised products in the mattress industry.

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.

Vita Foam's rich product mix that consists of a variety of foam, spring and orthopaedic mattresses, pillows, cushions, complete bed-sets and various ancillary items such as protectors and bedding linen. They are proud to position their brands as affordable, available and durable; a one-stop premium bedding solution for all.

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:-

Tanzania Bureau of Standards

The Vita Foam was first foam manufacturer in Tanzania to be officially certified by the Tanzania Bureau of Standards (TBS) in the year 2001.

ISO 9001: 2008

Vita Foam was the first mattress company in Tanzania to achieve ISO 9001: 2008 quality management certification in the year 2014.

Superbrands

Voted as Superbrand for 2015-16, the only brand in this category to achieve Superbrand status.



100% in house

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

Vita Raha Plus

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

Warranty against defects

The first mattress manufacturer in Tanzania to offer genuine manufacturer's warranty against defects.

HISTORY

Vita Foam's manufacturing and business activities are set up on a 8,000 square metre area with a modern built up area of 5,000 square metre and an upcoming expansion of 1,200 square metre area for warehouse for 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 Area.

Vita Foam make sure that they are professionally managed by technical and

managerial personnel in all fields, giving them an edge over their competitors when rendering professional services or doing business.

They have an extensive distribution network, with a strong dealer base nationwide which making their products easily available and accessible to all. In addition to this, the company's reach further extends to branches and depots at Dar Es Salaam, Mwanza, Mbeya, Arusha and Tanga.

Through their widespread distribution network, Vita Foam always guarantees professionalism, reliable and high quality bedding solutions in line with their motto – 'For the REST of your Life'.

PRODUCT

Their flagship brands are:

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

Vita Supreme: A high density foam mattress for 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 support.

Vita Spring: The Everflex (pocket springs) and Duraflex (bonnell springs) brands of spring mattresses which 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 our product range by creating pillow top mattresses and customised HR foam to provide wholesome solution to different sectors of our clientele.

RECENT DEVELOPMENTS

Vita Foam largely garnered its name and reputation thanks to its international standardisation and innovation of its premium high-end products supplied to hotels, hostels, hospitals and apartments apart from its large chunk of sales from standard foam mattresses.

They have achieved unparalleled expertise in innovating and creating a new line of products that include:

- Spring mattresses in all varieties with various quality options such as pillow top, no turn mattress with HR/Visco and Latex toppers
- Mattresses made from special ticking fabric which gives a cool and feel good effect to the user to suit the weather. These mattresses make for the ultimate luxury in bedding.
- Standard and contour pillows in HR and Visco elastic foam.
- Various types of mattress protectors
- Various bedding ancillary options of head boards and side tables.
- Diversification: Having gained a strong foothold in the mattress manufacturing arena, Vita Foam has greatly expanded its operations in sourcing and distributing various textile and general merchandise. They 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 government 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 ensure a wide range of viewership.

BRAND VALUES

Quality Management System:

To ensure their products meet the desired quality, they have put in place a rigorous internal quality management system which makes certain that all 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 the commitment, by achieving the highly reputed ISO 9001 quality management system standards, which have helped to continually improve quality and efficiency. Through the use of structured reports, pre-determined control parameters and consistent quality checks, ISO 9001 standards has given Vita Foam 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.

Strength and Reach:

Vita Foam's Dar plant has an impressive setup of its manufacturing and business activities on a 8000 square meter area with a modern built up area of 5000 square metre We have earmarked 1200 square metre area for warehousing of medical supplies and other trading items. We have 5 company operated outlets to cater to the Dar zone demands.

The company has a second manufacturing facility at Mwanza to cater to the rising demands of the Lake zone. Our operations under the Mwanza umbrella has further been expanded by opening up 2 new branches at Kahama and Bukoba.

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 our 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 we will continue to guarantee the best sleeping solutions in line with our motto – 'For the REST of your Life', as we continually invest in the latest technology and human resource.

www.vitafoamtz.com



Things you didn't know about Vita Foam TZ

- Vita Foam is the only mattress company in Tanzania, which produces all its mattresses in house.
- Vita Foam are the largest supplier of hotel and hospital segment mattresses in Tanzania.
- Vita Foam is the only company in Tanzania to make customised mattresses and deliver door to door.
- Vita Foam is the first mattress company in Tanzania to get TBS and ISO 9001 certification.
- Vita Foam is the first and only mattress company in Tanzania to be consecutively voted as Superbrand in 2015 and 2017.