

Iconic surfwear brand comes to Newquay

Headworx, makers of mens' clothing for boardsports and the leisure market, is moving its marketing operation to Newquay

Overview

Headworx makes high quality clothing for snowboarding, surf and lifestyle. The brand was launched in Australia back in the 1970s, by surfers Murray Bourton and Keith Halford, and has acquired a reputation for strong graphic design and a genuine commitment to the boarder's way of life. World-wide rights have recently been acquired by entrepreneur Neil Rotherham, who has far-reaching plans for the company. Headworx currently sells to independent retailers and multiples. His long term strategy is to broaden the brand's appeal by increasing the product range and increasing international sales, whilst remaining true to the free-thinking ideals of the brand's founders.

Headworx will base its marketing activities in Newquay, where

Workforce

Initially, two members of staff will be working at Newquay. The company hopes to recruit other PR and marketing staff locally. The e-commerce side of the business will also be based at the new office, and this should bring further employment opportunities. Ben Byfield hopes to make use of some of the local design talent emerging from University College Falmouth. He says, "In Cornwall we have access to people with sales, marketing and web design skills who also have a passion for the lifestyle we are selling."

Technology

Like many other businesses, Headworx relies heavily on digital technology, and the excellent Broadband access available in Cornwall was one of the factors that drew them to the county. They have found that they can place each part of the company in the optimum location, and still work together as a team. Future plans include an integrated stock management system, so a buyer will be able to see an item



it will open a beachside showroom for trade buyers. The head office and warehouse will remain in Nottingham, a centre of the textile industry. Marketing Manager Ben Byfield says that the move will give them an opportunity to display their products in an ideal situation and give customers a taste of the rider's lifestyle. "Cornwall is the traditional heartland of the UK surfing industry and we already have many links with Newquay." Headworx sponsors a team of surfers and wakeboards, the majority of whom live in the town. The company is also a sponsor of many of the national surfing organisations that are based in Newquay, including the English Surfing Federation, the England Surfing Team and the British Surfing Association. "Headworx will be looking to become involved in more events in the Newquay area," Ben says. "There are lots of opportunities."

in Newquay, have the order placed with the Nottingham warehouse while the sales meeting is actually in progress and accept delivery of the goods at their store the next day. construction slot online.

Support

Cornwall Pure Business has assisted Headworx in their search for suitable premises and has advised them on funding opportunities, including valuable help with their new ICT set up from actnow. Thanks to Cornwall Pure Business, Headworx also had a presence at the recent Cornwall in the City exhibition in London, attended by Prince Charles. Ben Byfield says, "It became clear to me that Cornwall has a strong identity and a very powerful sense of community, and that this attracts significant media coverage. Headworx wants to be part of the Cornish business community, and to make our contribution as part of a wider network of creative businesses." putting together the financial package made it possible for us to set up the business in Cornwall.'