

## A furniture company that's not sitting on its laurels

Zoefitig designs and manufactures avant-garde furniture for the contract market, for instance airports, railway terminals and restaurants. In 1976 the fledgling company relocated to Bude in Cornwall, a base from which the two partners, Alan Zoefitig and Mick Carter, have built up a £2 million enterprise.

### Workforce

The workforce of 26 employees is 100% local and loyal. MD Alan Zoefitig says: "We are lucky to have such dedicated staff. Many have been with us for over 20 years."

He puts down the good morale to one simple fact: the lifestyle. "It's such a hassle-free area that staff find it easy to relax outside of work, so they are happy and refreshed when they come in on a Monday morning."

### Clients

With the recent expansion in air travel, the world has become Zoefitig's marketplace. The company's main seller, Zenky Beam Seating, has sold over 20 000 units to airports in Africa, Russia, USA, The Caribbean and South America, to name but a few.

The distance is no problem. "If a client in New York phones at midday today to see a sample, we can have it on their desk the same time tomorrow," he states.

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In the last 10 years Alan Zoefitig has seen a huge improvement in the working environment in Cornwall. "Things are so much easier now with better communications all round. We can really control our own destiny. And the surfing's great!"



### Technology

Broadband has been a big advantage for this fast-moving manufacturer. "We use the Internet all the time and our website has become an important back-up for selling."

Manufacturing technology is also cutting edge, with the very latest CNC (Computer Numerical Control) machinery used in the factory.

Local skills are used widely, with laser cutting carried out by a company in Saltash and nylon mouldings manufactured on the same industrial estate in Bude.