

Breasley Consumer awarded AIS accolade

For the third year running, Breasley Consumer has been awarded the Gold Standard Award by Associated Independent Stores (AIS), and on top of this success the company has also been voted into second place in the 'best bed supplier' rankings for 2010 – no mean feat given that the firm was up against 30 of the biggest bed brands. This honour was announced at the recent AIS Awards Dinner, held on 2nd September 2010.

It's a very satisfying result for the Breasley team, as the influential buying group was one of their first major accounts when the company began just trading five years ago, starting with its own brand of vacuum-packed mattresses under the Dreamworld label. Since its inception, Breasley Consumer has worked hard to grow their business with AIS, exhibiting at all their exhibitions, and gradually trading with more and more of the group's members – partly thanks to the launch of Breasley's prestige Salus brand, which was developed to suit the sort of premium market reached through the group's membership.

Stuart Hibbert, Managing Director puts the firm's success, within a relatively short timescale, down to hard work and strategic decision making. "We launched at a time when many considered retail conditions to be less than buoyant, but we believed the downturn simply meant that consumers would be more discerning," he says. "We felt the market demanded innovation and quality, so we focused on developing new products to suit the needs of specific customers, and supporting both bricks-and-mortar and online retailers with excellent service."

"We are proud to be named the second best bed supplier by AIS, particularly considering some of the massive brands that we were up against," Stuart continues. "Needless to say, we're not resting on our laurels after this great success. We'll continue our commitment to improving our business and those of our customers, and aspire to the top spot in the 'best bed supplier' category next year!"

**For more information about Breasley Consumer visit
www.breasleyconsumer.co.uk or call 01634 712580.**

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