

# WOLSTANTON HOMECARE FIRM JOINS FORCES WITH THE ELITE

By Clarion Business Correspondent

Julian Lewis at Castle Comfort let us in on the fact that it is **not always** to be assumed manufacturers of fine products need new retailers. In fact on numerous occasions Sherborne, undoubtedly the highest quality maker of furniture in the UK told CCC that to respect something of a 'closed shop' arrangement with other dealers they could not supply them. However, this year things have changed - word probably got out that not only has CCC quickly become one of the largest suppliers of riser-recliners in the UK, but despite having credit accounts with suppliers (up to 3 months in some cases) they prefer to settle all invoices on arrival. Julian explained 'we negotiate the best discounts because of that, and any savings made can be reflected in our prices charged.' 'In addition' he explained 'most of our customers pay us on delivery, so what's the point in keeping a manufacturer's money for months? - 'The respect we've earned in the industry for this policy is tremendous. 'Eventually Sherborne started to supply



Another delivery of quality furniture,

and we've raised their eyebrows already with the size and regularity of initial orders to them, not just the speed at which they get paid.'

'The quality of this range is just something out of this world,' concluded Julian 'and as ever we welcome the fact that people shop around because

we'll have no difficulty impressing customers with our keen prices and excellent service.'

Products from Sherborne are proudly on display at CCC's headquarters at Wolstanton and at their popular indoor Hanley Market venue and remember if you can't get to them - they'll come to you!

## A MESSAGE FROM THE TOP AT SHERBORNE

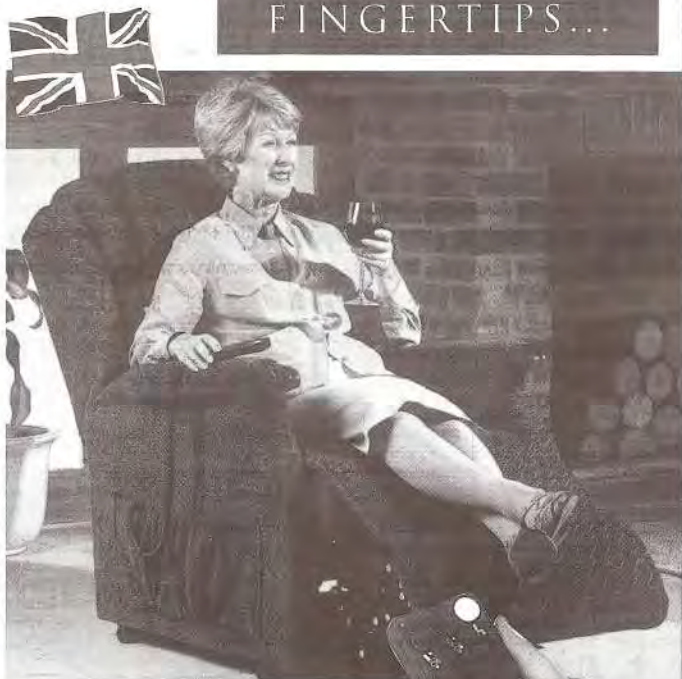
"We are delighted to become a supplier to Castle Comfort Centre, a Mobility Centre which clearly gets involved with its local community. We feel sure that our electric lift & rise' chairs and matching furniture will enhance their product offering and wish them continued success in the future."

**Chris Fort, Managing Director  
Sherborne Upholstery Ltd.**

## THE COMPANY

Starting as a small family business over 70 years ago, Sherborne has grown into one of the most successful upholstery businesses in the United Kingdom. Manufacturing all our own frames every piece is fully produced (not just assembled) in our factories. Not only that, but with our excellent reputation for high quality, quick and efficient service and value for money, many of our designs are already established top sellers.

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