

# 10 QUESTIONS

## WE ASK EVERYBODY

▶ **THIS WEEK WITH...  
WITH SHAKEEL BAIG AT  
BEDFRAMES DIRECT**

### QUESTION ONE HOW HAS BUSINESS BEEN OVER THE PAST FEW MONTHS?

It's been steady. We continue to work hard to develop our products to the requirements needed in this sector. That said, you also need a bit of luck at the moment.

### QUESTION TWO WHAT NEW PRODUCTS HAVE YOU LAUNCHED RECENTLY?

We've always tried to be innovative in the motion aspect of the furniture. Our focus up until now has been models to help the elderly market, such as the Pro Care 4000, but we're now developing a range of luxury lifestyle motion furniture products.

### QUESTION THREE WHICH OF YOUR PRODUCTS ARE YOU SEEING THE MOST INTEREST FROM RETAILERS AT THE MOMENT?

Our sleep systems, such as Podmatic 6,000, have been very well received, however the accessories that we supply to complement the beds, such as the grab rails, have been extremely popular, as the end user doesn't have to wait for a carer to get them out of the bed.

### QUESTION FOUR WHAT IS YOUR FOCUS FOR THE COMING MONTHS?



A cross section of Bedframes Direct's frames and accessories

The research we've done suggests that consumers want more than the basic adjustable frame, they want a lifestyle product. So we're working with our suppliers and we're developing lots of new products – some with higher quality control handsets – and these will be on show at the National Bed Federation's Bed Show in September.

### QUESTION FIVE WHAT TIP CAN YOU GIVE TO RETAILERS?

Retailers need to have a wide range of products and have confidence in the products they are purchasing.

### QUESTION SIX OTHER THAN THE DOWNTURN, WHAT DO YOU ENVISAGE BEING A PROBLEM IN 2013?

Maintaining standards. Once you're renowned for offering quality you then need to make sure that there is continuity in

the service and products that you offer, which is difficult. Bedframes Direct is now recognised for its innovative ideas and we want that to continue.

### QUESTION SEVEN WHAT ARE YOUR PROJECTIONS FOR THE UK FURNITURE MARKET IN 2013?

Research suggests that the motion furniture market will continue to grow exponentially up to 2020 and beyond, so we plan to continue devoting time to developing products that will facilitate growth in the sector.

### QUESTION EIGHT WHAT PLANS DO YOU HAVE IN THE PIPELINE?

I'm keeping my cards close to my chest until the Bed Show, so retailers will have to come see us there.

### QUESTION NINE WHAT DO YOU THINK THE KEY TO SUCCESS IS IN THESE

### UNCERTAIN TIMES?

I've always followed the mantra that products which make a real difference to real life are the key to success for any company.

### QUESTION TEN HOW IS THE COMPANY SUPPORTING ITS RETAILERS DURING THIS DIFFICULT TIME?

The expertise that we have of this sector as a company is of real benefit to retailers. It's this knowledge that enables us to design products that meet the needs of the end user.

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