

## Vitsoe nominated for Vince Cable's 'Made by Britain' project to highlight British manufacturing

On 6 July 2011 Vince Cable launches the 'Made by Britain' project with details of the initial nominations from 40 MPs, including his entire ministerial team at the Department for Business, Innovation and Skills. During the summer break, MPs were asked to seek out an example of British design and manufacturing ingenuity. Frank Dobson, Labour MP for Holborn and St. Pancras, selected Vitsoe as his nomination and said:

"Vitsoe is a brilliant example of a design-led manufacturer, whose longevity is testament to the sheer quality and desirability of their product. Their shelving system – used all over the world – is an excellent example of invisible design: so good, and versatile, that most of the time you don't notice it. They have worked hard over the years to keep their manufacturing in the UK, even though it hasn't been easy, and I am proud to have them in my constituency."

Vitsoe is a quietly successful British manufacturing company that retails its modern-classic 606 Universal Shelving System in London, New York, Munich, Tokyo, Melbourne and Sydney as well as worldwide via vitsoe.com. Vitsoe has been manufacturing its shelving system for over 50 years. Today 95% of Vitsoe's suppliers are in the UK. With its assembly and distribution centre in Camden over 50% of sales are for export to more than 50 countries.

Vitsoe regards itself as a service business that happens to make a product. Managing director, Mark Adams, passionately believes that we can all live better with less that lasts longer and his singular focus extends beyond the product at Vitsoe. It is the guiding ethos around which he has transformed this unassuming shelving operation into a global enterprise, which is dedicated to delivering outstanding customer service allied to a top-quality product.

For more information and images please contact:

Jennifer Daniel  
jennifer.daniel@vitsoe.com  
T 07772 543 460  
vitsoe.com



Vitsoe 606 Universal Shelving System, white wall propped.



Vitsoe 606 Universal Shelving System, blue wall.

## Notes to Editors

Vitsoe's managing director, Mark Adams, established Vitsoe in the UK in 1986 to import and distribute Vitsoe furniture which was then made in Germany. Vitsoe UK quickly became the largest retail account for Vitsoe.

Adams established himself as a trusted advisor to the company's founder Niels Vitsoe and designer Dieter Rams consulting on issues related to production, sales and marketing.

In 1987 Adams facilitated the move of some of the production of the 606 Universal Shelving System to the UK to cut costs and boost efficiencies for the overall business. The export of shelves to Germany started.

In 1993, when Niels Vitsoe retired, Adams was appointed managing director of Vitsoe in Frankfurt and began the process of streamlining operations and positioning the company for future growth.

By 1995 Vitsoe and its production had moved to the UK with focus now placed on improving the design and manufacture of the shelving system in order that quality was increased, prices reduced and delivery periods shortened. Vitsoe sells directly to its customers worldwide via vitsoe.com.

In 2005 Vitsoe moved its business base from Islington to its current assembly and distribution centre in Camden.

In 2009 Vitsoe opened its own shop in New York while also relocating its London flagship to a larger space on Duke Street near Manchester Square.

In 2011 Vitsoe opened in the heart of Munich.

Vitsoe  
Centric Close  
London NW1 7EP  
T +44 (0)20 7428 1606

Vitsoe shops:  
3-5 Duke Street, London W1U 3ED  
33 Bond Street, New York, NY 10012  
Sendlinger Straße 41, 80331 Munich



Aluminium diecastings in their reusable stillages.



Aluminium extrusions being prepared for a customer.