

Making it in Leeds

News release from Leeds Manufacturing

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Manufacturing advice helps company measure up to major new contract

A Leeds workwear company has won a major new contract worth half a million pounds to supply to a leading international utility company thanks to a package of business support from the Manufacturing Advisory Service. The contract has nearly doubled the firm's turnover.

Dencowear specialises in designing and manufacturing professional workwear for a range of industries including utilities, healthcare, medical and beauty establishments. The firm also supply uniforms to colleges nationwide including Leeds City College and Joseph Priestley College.

Founded in the 1960s by owner Susan Sherman, the firm employs a 20-strong workforce and has a turnover of £1.2m, with export markets in Europe and America. Dencowear is now run by managing director Ilan Sherman, Susan's son.

"We wanted to keep our family values of excellent customer service and value-for-money but recognised as an expanding company that things had to change," explains Ilan

A visit to the company by MAS consultant Mike Brook from Brook Corporate Developments, resulted in new IT systems being put in place together with improvements to back office operations and training. MAS also advised on accessing additional working capital; currency fluctuation, stock control and supply chain management.

This has allowed Ilan to concentrate on winning new business, including the contract to supply the utility company with flame retardant boiler suits and workwear. "We recognised the importance of gearing up to meet the challenges of this fantastic opportunity and turned to MAS for advice," says managing director Ilan.

New systems and processes put in place to cope with rapid expansion have resulted in a 15% rise in productivity; more efficient invoicing and improvement in utilisation of factory space. New jobs were also created.

"The past year has seen us enter uncharted waters," says Ilan, who describes the support from MAS as 'invaluable'. "I am keen to carry on expanding the business but recognise the importance of developing steadily and consolidating our position. We shall certainly continue to work with MAS in the future."

MAS Yorkshire & Humber is jointly funded by Yorkshire Forward and the European Regional Development Fund (ERDF) and managed by YFM Business Development, a subsidiary of YFM Group. It

provides 'hands on' advice and support to manufacturing businesses to improve productivity and efficiency.

Photography: (l to r) Naomi Williams, account handler for the new contract, and Ilan Sherman, managing director of Dencowear.

For more information visit: www.mas-yh.co.uk