

# CONFEX INVESTS IN GROWTH

Ambitious plans are outlined by buying group including 'one-stop shop' vision

Confex has shared its recent successes and revealed its plans for the future, including a projected growth of 40% in just nine years.

With a current turnover of £2.84bn, the buying group now boasts more than 240 members across the UK and works with more than 195 suppliers. It has grown its staff by 100% in the past five years, with a head office ethos of 'providing room for growth' which is just as well, given its ambitious plans.

With a three-year plan for growth that includes expanding

its central distribution service, Confex is focusing its attention on becoming a genuine one-stop shop that provides the ultimate service for its members.

"Our members need to evolve with their customers and it's critical that we have everything they need to diversify into new areas," said Tom Gittins, Business Development Director. "We're also investing in digital resources as this is a route for growth right now. We know that businesses sell 25% more via apps so launching our own free white-label app was an obvious



Confex aims to equip its members with everything they need to diversify

way we could add value for our members and help them drive sales."

However, while the company is investing in its technological credentials, it's clear that traditional values remain one of its key strengths. "Confex is a family business and as many of its members are family businesses, we really understand them and this is a genuine USP," said Martin Williams, Confex Chairman. "In this corporate world, relationships cannot be underestimated and this is where Confex really shines."

The UK's leading packaging supplier to wholesalers in the grocery and food service markets, offering a wide range of packaging products including:

Air shock bottle packs

Boxes for bottles

Vacuum pouches

Stretch film



an employee-owned business

## A helping hand for smaller wholesalers

Wholesalers should do more to keep themselves informed on legislative changes that will affect their business, says the latest appointee to the FWD Council of Members.

Amir Chaudhary of Indus Foods, who represents Unitas members alongside Managing Director Darren Goldney on the Federation's steering group, is organising a survey of his fellow Unitas members to find out if they take advantage of the horizon scanning and indication of threats provided by FWD and other trade associations.

"It's easy for us to get so involved in the day-to-day running of our businesses that

we don't prepare sufficiently for future growth," says Chaudhary.

"Through its online resources at fwd.co.uk and *Wholesale News*, FWD provides excellent support, not only in the political arena but also with training and research.

"Environmental and health concerns, and technological advances will dramatically change how we operate over the next few years, and my role on the council will be to make sure smaller FWD members take advantage of the resources available to them to understand the impacts on their businesses and plan for the future."

Unitas is distributing the survey to its members.