

Birlea Furniture announces exciting new acquisition

Birlea Furniture are proud and delighted to announce they have acquired the Willis & Gambier brand and intellectual property rights, following the exit from the UK marketplace of Samson Holdings.

Birlea Furniture, a family run business in the heart of the midlands with over 20 years' experience, supported by a worldwide manufacturing network and logistics capability to meet the demands of the 21st century. Its operational base is a 200,000 ft² modern site in Derbyshire, that already supplies a comprehensive product portfolio to the nation's favorite retailers.

The Willis & Gambier brand has been in the UK marketplace since 1990 and evolved into the premium market leading brand in 1998 (the same year of Birlea inception). The new strategy was based on bringing to the marketplace premium designed, bedroom, dining and living collections. The core values that Willis & Gambier hold dear in design, quality, service, sustainability and inspiration have found a perfect home with the UK based Birlea Furniture the "Supplier of Inspiration".

The acquisition of the Willis & Gambier brand is underpinned by the appointment of David Lane as Trading Director at Birlea Furniture. David was the Commercial Director at Willis & Gambier for over 10 years and will provide the continuity to ensure the values that Willis & Gambier hold dear are maintained and projected in its new home. David's role within Birlea will be totally focused on its return to the marketplace as a trusted brand.

Jake & Joe Magill, joint owner's & Managing Director's said of the acquisition, "It is exciting times at Birlea Furniture, as the business goes from strength to strength in a difficult marketplace. At Birlea we have an ambitious hardworking team and the acquisition of Willis & Gambier together with the appointment of David, highlights Birlea's ambitions and our determination to be a market leading supplier".

Willis & Gambier already have stock in both the UK and Asia and have further stock in production. New product design is already underway and the planning for these introductions will be communicated soon. David and The Birlea Furniture team look forward to an exciting new chapter.

You can keep up to date with new products, news and more through our social media channels, Facebook, Twitter & Instagram.

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