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Company  
transformation  
(relocation, technology,  
diversion,)

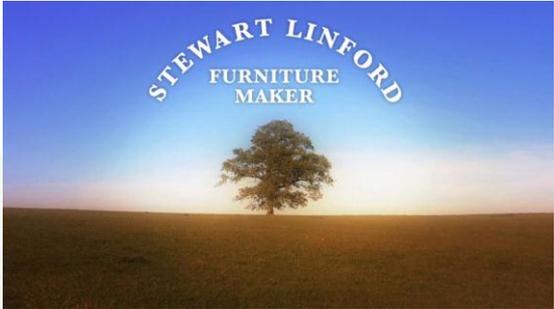
Luxury in Wood  
United Kingdom

In partnership with:

With financial support  
from the EU



## Introduction:

<p style="text-align: center;"><b>Luxury in Wood</b></p> <p style="text-align: center;">Greengate, St. George's Works, Coronation Road, Cressex Business Park, High Wycombe, HP12 3TA</p> <p style="text-align: center;">Tel: 0044 1494537957</p>	
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## Type of innovation:

- X Human Resources
- X Technological

## Affection by Sector of the innovative solution:

- X Competitiveness

<p><b>Company's description:</b></p>	<p>Bespoken furniture manufacturing company.</p>
<p><b>Company's previous status:</b></p>	<p>Old building, not energy efficient, old technology, cash flow problems.</p>
<p><b>Innovative solutions:</b></p>	<p>Relocation to a modern build for purpose location and diversification of production. Rebrand to Luxury in Wood Ltd. and add quality sofas as products.</p>
<p><b>Way of implementation:</b></p>	<p>Relocate; diversify production and income streams (e.g. living chair museum).</p>

### **Outcomes:**

New products  
New markets  
Job saved

### **Recommendations:**

Discuss with bank lender. Identify adequate premises for relocation – e.g. close to a way of transport. Join forces with companies in similar situation, create a cluster

### **Conclusions:**

The Stewart Linford understanding of change in market and need to update technologically and downsize to fit for purpose location enabled a unique company to survive economic difficulties.

### **Keywords:**

X Cost benefits