

# North West Based Hotter Flies The Flag For UK Manufacturing



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Hotter Comfort Concept, the Lancashire based shoe manufacturer, has reaffirmed its mission statement to keep manufacturing in the UK. This statement comes at a time when Cadbury's, one of Britain's best loved businesses, faces US takeover.

Hotter Comfort Concept, which is celebrating 50 years in the industry, is one of a few UK businesses currently beating the recession. Manufacturing 1.3 million pairs of footwear each year in the UK, Hotter is one of the world's most technologically advanced shoe making factories and last year turned over £37.5m and made profits of £5m.

In light of the current economic climate and imminent Cadbury's takeover, Hotter has renewed its commitment to remain true to its British roots with company values built on enthusiasm, passion and courage. Managing director, Stewart Houlgrave has seen many changes in the industry over the years and is determined to see Hotter shoes beat the recession and prove that the UK manufacturing industry is strong in the economic downturn.



Stewart commented: "The recession has seen many of our well known high street names disappear. Woolworths was probably one of the biggest last year and the recent Cadbury takeover is a shock and great loss to the UK manufacturing industry.

"My parents set up Beaconsfield Footwear over 50 years ago and I've grown up with the brand and through our business decisions and operations created some of the

most advanced shoe manufacturing technology in the UK. I am proud that we are proving it's still viable, and indeed a lucrative proposition, to manufacture and sell shoes in the UK with a British workforce."

Over the past six years Hotter Comfort Concept has invested £6 million and now has one of the most successful production facilities anywhere in the world. Hotter targets the active mature market, where shoe shoppers are investing their cash in the ultimate indulgence for their feet. Many of the hundreds of letters and emails Hotter receives comment on the heritage and firm British roots the company retains.

Hotter Comfort Concept has strong values with a modern outlook on business. Stewart re-affirmed Hotter Comfort Concept's determination to retain UK roots and that the company is not afraid of future industry change: "When other businesses fled overseas I was sure our future remained here in the UK and I am glad I made that decision all those years ago, despite surprise in certain parts of the footwear industry. I stood by what I believed in and today with a loyal workforce of nearly 400 including a manufacturing plant, call centre and five high street stores, Hotter is going from strength to strength and I'm extremely proud of what we have achieved."

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**About Hotter Comfort Concept:**  
Hotter Comfort Concept targets the active over fifties market where thousands of shoe shoppers are indulging their feet in the hidden comfort of Hotter shoes - designed, manufactured, packed and shipped from the Lancashire factory.

Hotter manufactures more than 1.3 million pairs of [women's shoes](#), [men's shoes](#), [extra wide shoes](#), [women's boots](#) and [women's sandals](#) every year- more than any other shoe maker in the country.

Hotter sell shoes direct to its customers via its website, on-site 90 seater call centre and selling through 300 independent UK retailers including garden centres.

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