
Archive Newsletter : Originally published May 2003

Doom and gloom? Not us, say Health Plus



*Simon Bandy,
General Manager,*

In the current economic and social climate, it seems that everyone is worse off than they were last year; business analysts and even the Chancellor are all saying that growth is down and is likely to stay that way for some time. At Health Plus, we don't think like everyone else and to prove it, we're proud to announce that turnover has risen by an astounding 57% in the last accounting year.

Simon Bandy, General Manager of Health Plus, said "It's real growth, too. It's not because we've raised our prices drastically this year. In fact, we've done the opposite – many of our products are now cheaper than they were last year. A couple have gone up due to rises in raw material costs, but 99% of our range is either cheaper than a year ago or the same price – no increase."

Whilst some of this growth is down to overseas sales – Health Plus have always had strong links abroad – a lot of it is extra UK business. "I'm surprised, to a certain extent", says Simon, "over the last few months the UK supplements industry has come under attack from lots of different directions – not least the Government – but these results show that the UK consumer is a lot more educated about the benefits of supplements than they are normally given credit for. They are not swayed by scare-mongering reports in the tabloids and they are not fooled by false promises of an all-providing balanced diet. Based on this, I think the industry as a whole, and Health Plus in particular, have a lot to look forward to."

Health Plus, who moved to their present Eastbourne premises just over seven years ago, are growing so much that they're going to have to move again to be able to hold enough stock to make sure that customer demand can be satisfied quickly and with the usual high-level of service that they have become renowned for.

"Our next big project is our move. We're looking at a unit in Seaford, where we had offices until 1995, because it's well placed for infrastructure and the units that are available are much more suitable for a business of our size. We'll still be looking at premises that are about five times the size of current ones, though!", says Simon.

Health Plus have always been customer focussed and Simon Bandy and his colleagues see their continued success as an indication that they are getting it right. "However big we get, the one thing that will never change is our dedication to our customers."