



USLEEP

BUSINESS CASE

Setting-up a mattresses
production plant in record time

INFORMATION REGARDING USLEEP



Vita Group

- **Sector:** mattresses manufacturer
- **Nationality:** british
- **Status:** leading provider of value-added and differentiated flexible polyurethane ("PU") foam products
- **Year of creation: 1949**
- **Present in: 15** countries

Usleep

- **Year of creation: 1970**
- **Biggest supplier for hybrid mattresses**
- **Year of acquisition by the Vita Group: 2021**
- **Number of employees: 1,800**
- **Sites: 2** in UK
- **Turnover: €200M**



THE GENESIS OF THE PROJECT

2021 : why did the need for a site in France emerge ?

The company Usleep had already 2 sites in the UK located in Ashton Under Lyne and Castle Donington. However, due to an **increasing demand on the European market**, they needed to **find another site located on EU soil** to be able to deliver their clients as soon as possible.

As the process went on, **France was already identified as a top choice** to benefit from the “Made in France”, which is seen as a **strong competitive advantage** in their industry, especially on the European market. **The Hauts-de-France quickly made it to the 1st place.**

February 2021 : how did Usleep first approach Nord France Invest

Jean-François Dehouck, HR & operations director at Dickson Constant – a company settled in Hauts-de-France – **recommended to Usleep the services of Nord France Invest** and more particularly Céline Carlot, project Director, who supported them in their development project.

THE SETTING-UP PROJECT

Usleep special needs

Specifications

- A 10,000 sq m building
- A storage area with a 5 to 7 meter-height, and a cutting and assembling area with a 3 to 4 meter-height
- Equipped with a compressed air system
- In a business park served by a highway network
- 25 employees for the first year
- Close to their suppliers

The group's decision

After only 4 month considering multiple sites, Usleep found the ideal site. They chose to locate in Hauts-de-France in the city of Dourges, in the Hénin-Carvin County.



READY TO USE SPECIFICATIONS

Save precious time:
summarize all the needs of your
implementation project in a single,
comprehensive document!

[DOWNLOAD THE MODEL](#)



WHY

THE HAUTS-DE-FRANCE ?



Competitive advantages **that set apart the Hauts-de-France**

The location combine:

- **A very strategic location dues to its:**
 - Immediate proximity to its headquarters
 - Efficient transport infrastructures to distribute their goods
 - Ease to export throughout Europe
- **Available and skilled workforce**
- **An important ecosystem** of foam manufacturers which is needed for their mattresses
- **Access to the « Made in France » logo** highly looked upon in Europe



"Location was my number one priority. It is a logical choice for British companies. When you leave England, you have to pass through France anyway to go anywhere else in Europe."

FABIENNE LABBE
USLEEP

General Manger



TIMELINE OF THE PROJECT



THE SETTING-UP IN RECORD TIME

Nord France Invest mobilised its partners in no time to meet the expectations of Usleep, which includes:

- Acceleration of administrative processes and putting in touch with the right contacts
- Mobilisation of local authorities
- Support regarding financial engineering to benefit from financial incentives
- Assistance in recruiting the 1st employee



"A setting-up project requires getting in touch with a multitude of interlocutors and finding the right person to contact immediately can be tricky and time-consuming. During the project, Fabienne Labbe was sending me all of her requests and I was taking care of it with the correct interlocutor."

CÉLINE CARLOT
NORD FRANCE INVEST

Project Director





CÉLINE CARLOT

PROJECT DIRECTOR

**TO START YOUR
SETUP PROJET**



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