

Bright outlook for Silverlining

A company which designs and produces some of the world's finest furniture and bespoke interiors is one of a number of businesses joining Welsh Government on a vital trade mission to Hong Kong and Shanghai next month.

Silverlining, based on Wrexham Industrial Estate, is going from strength to strength, looking to double its workforce over the next five years from 70 to 130 people.

The company is unique, designing, delivering and fitting bespoke ultra-luxury interiors and as a result of its success is now considering setting up its own Academy to train its future workforce.

It exports 98% of its products and will be joining the Welsh Government's Hong Kong and Shanghai trade mission in March to showcase its exclusive products. It has previously attended a number of trade exhibitions with Welsh Government support.

Silverlining has won orders from all over the world, usually by referral as a result of work already undertaken and repeat orders, with most projects worth over £2m.

The factory combines advanced manufacturing with traditional cabinet making skills. Examples of the unique work includes horse hair braided into speakers; leather which is embossed, finished and patterned for a floor in Singapore; straw marquetry inlaid across a surface that shimmers under a finish which may take a year to complete.

Its current order books are full for over a year, and it often takes more than 18 months to deliver on a single project.

After outgrowing its previous base in Cheshire the company moved to the Wrexham Industrial Estate, and is now at the point where it is considering establishing an Academy to train and tutor the skills needed to maintain the company's exacting standards and world-wide reputation. The Academy will not only teach an array of operative skills including cabinet making, marquetry, leather work and finishing, but also design, drawing, project and business management and leadership skills to support the growth.

Silverlining CEO Mark Boddington said:

"I am committed to North Wales as the headquarters for my company and I am extremely confident that an unprecedented expansion will continue here. The UK is very good at niche advance manufacturing and as a country we need to export more using these talents.

"When we moved to Wales I found the Welsh Government helpful, quick and responsive to our needs and understanding of our ambitions. The skilled people I needed could be found locally and overall

costs were cheaper.”

Commenting on the company’s exclusive products he said:

“If we simply inlaid wood it would be game over. We aim to be the very best in the world through a combination of creative design, innovative craftsmanship and advanced materials and technology– we believe we can become the Rolls Royce of the furniture business in the years ahead.”

Economy and Transport Secretary Ken Skates said:

“Silverlining is clearly a world class player at the very top of the furniture industry. It’s good to see how it is planning to develop skills here in North Wales so it can expand further, and ensure the exceptionally high standard of their product continues.

“I welcome their commitment to the region and I am pleased to see they are taking advantage of the opportunities offered by the Welsh Government’s trade missions. I wish them every success in Hong Kong and Shanghai”