

INVEST IN  
**South  
Lakeland**



**Lakeland**

The home of creative kitchenware

**LAKELAND**

[www.investinsouthlakeland.co.uk](http://www.investinsouthlakeland.co.uk)



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**Lakeland was founded over fifty years ago in Windermere by Alan Rayner who started out selling plastic bags for home freezing from his garage in Windermere.**

Lakeland is a family owned business with the same strong values of quality and customer care now as when they first started.

'Customer service' isn't just a phrase, it's the Lakeland ethos. It's that dedication which sets them apart from the rest and has ensured a loyal following to make the company what it is today, one of the UK's leading kitchenware companies.

Today, Lakeland is a multi-national, multi-channel retailer providing millions of customers with its innovative and 'can't live without' kitchenware and home solutions.

From everyday utensils and preserving basics, to never-seen-before cookware; if they've made it into

the Lakeland range, you can be sure they'll be long-lasting and offer great value for money. And of course, for absolute assurance, all of Lakeland's products are backed by their famous 3-year guarantee.

As well as its thriving catalogue and internet home shopping business, Lakeland now has 68 stores up and down the country and employs nearly 2,000 staff across the UK. South Lakeland is home to their head office in Windermere and distribution centre in nearby Kendal.

Lakeland's flagship store in Windermere recently underwent a £1 million refit, being transformed to bring customers the latest retail technology and offer the very best shopping experience. At the centre of the 12,200 sq. ft. store lies a state of the art kitchen where customers can watch product demonstrations and get hands on with the newest and most innovative products on the market.



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Summer 2013 also saw the Lakeland brand launch in Germany, with a dedicated website and catalogues for the German market, as research suggested that the German consumer will appreciate Lakeland's unique and innovative products, combined with Lakeland's very high standards of quality, value and customer service.

From humble beginnings in the heart of the Lake District, Lakeland now has stores trading successfully in the Middle East and Australia, a further three in India, and their dedicated German website lakeland.de

## Lakeland

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Windermere  
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[www.lakeland.co.uk](http://www.lakeland.co.uk)

# LAKELAND





# Welcome to South Lakeland

A Breath of Fresh Air for Business

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An area known globally for its astounding natural beauty and unique vibrant culture, South Lakeland is also home for a thriving and innovative business environment where companies can become established, grow and prosper.

The entrepreneurial business spirit is strongly encouraged in South Lakeland, reflected in the healthy number of fledgling enterprises setting up each year in our region, and our work also encompasses projects designed to help make the first steps to start-up as easy as possible.

The Economic Development Team at South Lakeland District Council are an inward investment service providing information and support to businesses of all sizes, covering all industry sectors, whether you are already here or are looking to locate your operations in South Lakeland.

The Economic Development Team are here to help your business uncover the exciting potential that exists here. Should you have any questions, we are on hand to assist and tell you more about the opportunities to be found in the most beautiful corner of the UK.

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