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# New Store - Immingham

DEPARTMENT STORE WILL BREATHE NEW LIFE  
INTO  
IMMINGHAM TOWN CENTRE  
20 new jobs created as £250,000 invested

One of the UK's fastest-growing retail businesses is pumping £250,000 into revitalising Immingham's town centre, creating 20 new jobs in the process.

The Original Factory Shop, the low price department store chain, will be opening its 121st UK site in the town on Tuesday, October 20th - and with it a pledge to be an integral part of the local community.

The company is committed to bringing people back to local shopping, revitalising the small town centre in an era when many other big businesses are moving to out-of-town shopping centres. Its new store in Immingham will be located at Washdyke Lane.

The Original Factory Shop's sales strategy is a mix of well-known high street brands at heavily discounted prices, together with an extensive range of 'cut label' and own-brand products.

Immingham shoppers can expect to see household name brands such as Adidas, Ben Sherman, Morphy Richards, Silentnight, L'Oreal, Elizabeth Arden and Roc - all at

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knockdown prices.

The 6200 sq ft store in the town will offer a wide range of men's, ladies' and children's fashions, as well as homewares, electricals and toiletries, including a large selection of branded goods - a value product mix that is proving popular in the current retail climate.

Area Manager, Darren Scott is confident that the new store will breathe new life into Immingham town centre and in these testing economic times will play a very important role in the local community.

"There's already a real buzz around town about us opening and the feeling is that our blend of great value and unbeatable prices will make us a firm favourite with local and visiting shoppers alike" he said.

Darren believes that the new store will be more than just another retail outlet for Immingham:

"Our aim is to be an integral and valuable member of the community, an active member of it, supporting local people in as many ways as we can".

This community-based philosophy has been central to The Original Factory Shop's success to date, as it has grown into one of the UK's most popular value retailers, with expansion plans that will see 30 more stores open across the country this year.

Led by CEO Angela Spindler, the former boss of Debenhams, the company has experienced steady growth

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over the past few years, with more than 1400 employees in its 100+ locations.

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For more information, visit [www.theoriginalfactoryshop.co.uk](http://www.theoriginalfactoryshop.co.uk) or contact Nancy Jones or Max Wild at Biss Lancaster PR on 0161-236 2277. Email: [nancy.jones@bisslancaster.com](mailto:nancy.jones@bisslancaster.com)

Notes to Editors:

The Original Factory Shop was established in 1969 as part of Peter Black's selling M&S seconds.

In December 2007, Duke Street backed the £69m secondary management buy-out of the company. David Williams a Duke Street operating partner became chairman; David is a former CEO of Threshers and has held senior Executive roles with Whitbread, PepsiCo and Diageo, he is currently Chairman of SandpiperCI ltd the leading retailer in the Channel Islands.

In January 2009, Angela Spindler joined as CEO; Angela's previous role was Managing Director at Debenhams. Before this she spent 10 years at ASDA where she held a number of key board level trading roles and was the Executive Managing Director of the successful George brand. Angela's early career was with Pedigree Pet foods and Cadbury Schweppes.

The Original Factory Shop has a turnover of over £100 million and aims to grow through an organic growth programme of opening 30 stores per annum.

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To service these growth targets, in 2007 the company relocated its warehouse and HQ to a 145,000 sq ft facility in Burnley capable of servicing up to 200 stores.

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