

Q&A with **susan sadolin**

ceo, shores of denmark



What are some best practices you employ in your business?

Quotes are returned within 24 hours. We align with our factories to help them select the best possible raw materials available in the market place worldwide.

We employ tight quality control measures in our factories using our own quality control manager employed by Shores Global in Europe and Asia.

How do you see your company growing in the next five years?

In five years we expect to be the leading supplier of furniture to the Contract and Cruise business worldwide. We currently supply many of the largest Cruise Lines and Hotel Properties worldwide from production facilities in the US, Europe and Asia.

Briefly describe a product/innovation you have introduced recently.

We have just introduced a very high quality ALU WOOD finish for outdoor furniture especially for tables that looks exactly like wood (all kind of finishes) that is very difficult to scratch and you can place very hot items on. We are looking at introducing chairs and sofas in that material. It looks amazing and is extremely strong for all kind of outdoor environments and temperatures both high and low.

We will also have an outdoor line in anodized aluminum with the look of Stainless Steel but with all the characteristics of aluminum of not rusting. We are currently validating test that will show that anodized aluminum will not rust under extreme marine environment's.

What sustainability/eco-friendly practices do you use in product development?

The production of our "ShoreTex vinyl collection is a totally water based and thus very friendly to the environment. We are sourcing more and more products from Europe where the factories are extremely clean and many of them meet ISO 9000 and 14001. We also represent a Danish company Muubs where the products are completely green and/or organic. This is the



future. "Less is more". We have more and more products in our lines that are recyclable.

What is your company's philosophy?

To deliver the high quality products with timely deliveries at very competitive pricing.

How do you ensure strong partnerships?

COMMUNICATION is key... We have established very strong relationships with our customers and suppliers through the years due to our constant communication. We at Shores Global have a European mentality and thus treat all our customers and suppliers as family.

What's one thing people probably don't know about your company?

That we do a lot of indoor furniture also (people tend to think we are an outdoor company only).

How would you describe your business in one sentence?

Market leader in furniture and fabrics to the hotel & cruise industry.

What differentiates your company from its competitors in the marketplace?

Our beautiful European designs and our ability to customize or create custom products using quality materials. And with 10 years of experience producing furniture for the cruise industry sets us apart from our competitors.

What predictions do you have for 2016 - 2017?

We are on pace to triple sales and tripling our turnover and we are growing very fast both in the hotel and cruise industry.

