



Case Study – Seasalt

Background

Seasalt is an award-winning, dynamic and innovative fashion company offering ranges of organic cotton clothing for women, men and children, and was the first and is now the largest producer of Soil Association certified clothing in the world.

The business was started in 1981 by Don Chadwick, and over the past 29 years has expanded significantly. The Seasalt brand was established in 2005 and the business is now owned and run by Don Chadwick's three sons. Seasalt has 12 shops located throughout Cornwall, Devon and Guernsey, stockists across the UK & Eire and Europe, and a successful online shop.

Problem

As Seasalt began to grow, the directors felt that they needed to source an external IT company to manage the network and provide IT support for the company as it grew.

"As we began to expand, we realised that we were becoming more reliant on IT within the business. We were looking for an IT company that would be able to work flexibly with us, provide a high level of professional support and respond effectively to the changing needs of a growing company." Frances Burgess

Solution

Based on the recommendation of one of the company director's contacts, Seasalt chose CF Systems as their IT support provider, enlisting their services and expertise to install and maintain a robust and efficient IT infrastructure across the company.

Result

CF Systems has been working closely with Seasalt for almost 8 years and during that time has established an excellent relationship with both directors and staff across all functions.

Becoming the company's virtual IT department, CF Systems has supported the day-to-day running and growth of Seasalt in a variety of ways, including recommending and sourcing hardware and software, administering a company-wide IT policy, and even co-ordinating and facilitating the logistics of moving Seasalt's design, production, marketing and most of the administration functions into new premises.

"The team at CF Systems have supported us through a period of rapid growth and change in our IT systems. We have been impressed by their ability to meet our needs and recommend and implement products with the highest specifications for their purpose." Frances Burgess