

Date: 16 April 2018

Begbies Traynor

Birmingham homeware sales business placed into administration



On 13 April 2018, Birmingham-based Betterware Limited, a direct sales company for household goods, was placed into the hands of joint administrators Gareth Rusling and Claire Dowson of Begbies Traynor.

Founded in 1928, the business had once been one of the UK's most successful shopping companies providing an extensive range of homeware and housecare cleaning products including gifts, personal care, mobility and beauty, as well as outdoor and electrical products. The Betterware catalogue was marketed through teams of distributors to homes throughout the UK and the Republic of Ireland.

Over the last nine months, the company has suffered from tough trading conditions leading to cashflow problems which resulted in it being placed into administration. It has now ceased trading with all 94 staff having been made redundant.

Joint administrator Claire Dowson said: "It is very sad to see the demise of such a long-established business. Our aim was, of course, to find a purchaser for the business as a going concern in order to safeguard the jobs, but unfortunately, despite our efforts, this did not prove possible.

"We are now in the process of realising what assets we can in order to achieve the best possible returns for creditors."

Any parties interested in acquiring assets of the company should contact the joint administrators as soon as possible.

Betterware Ltd is a sister company of Kleeneze Limited which was placed into administration on 12 April 2018.