

# **Dreams opens new £2m warehouse in the Black Country**

Bed retailer Dreams has launched a large new £2 million distribution centre in the Black Country.

The company has opened a 260,000 sq ft warehouse hub in Willenhall, the largest within its 18-strong network across the UK.

The new facility will support faster deliveries to customers within the Midlands region and wider country and has also created 25 jobs.

Dreams said it would also help to reduce the company's carbon footprint among its vehicles by reducing delivery journeys by 150,000 miles a year.

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Around 100 staff are already based at the site after relocating from its other facility in Wednesbury which will remain open to house stock from its Feather & Black range of

bedding and bedroom furniture.

Dreams chief executive Jonathan Hirst said: “Customers are increasingly expecting quicker deliveries, even with big-ticket items such as beds. We are always looking for ways to better serve our customers.

“That’s why we have made a significant investment in our distribution and delivery infrastructure with the opening of our new Willenhall warehouse. This is a major step forward in delivering on our growth strategy.”

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