



Jason Randles, Operations Director, Footfall

FRUITFULL COLLABORATION IS A TWO-WAY STREET

For the last couple of years, the world has been faced with radical changes, restrictions and new realities. The COVID-19 pandemic has caused – and continues to cause – speed bumps and roadblocks for both private consumers and companies of all sizes. And especially for the latter, mutual trust and loyalty has been key to survival in such times of crisis.

One of the companies who has suffered during the pandemic, is Footfall in the UK – a manufacturing company producing noise-reducing underlays for both carpets, hard floorings and technical applications. In fact, the whole factory hit a red light due to COVID-19 and had to shut down for several months in 2020. Nevertheless, they continued to buy raw material, rubber powder from Genan, and stored it for better days when the signal would once again turn green – in this way actively helping to keep the wheels turning for their powder supplier, the Danish tire recycling company Genan. A loyalty act well noticed.

“At Genan we are really happy with our collaboration with Footfall and feel that the mutual loyalty brings

both stability and great opportunities for us both. Personally, I take good interest in the business of Footfall and know that our strong partnership can make a difference if things start to unravel. As most of us have learned from the COVID-19 situation, our reality can be turned upside down in a second. And in times like that you need to know who has your back.” says Rosemary Langley, Sales Manager for the UK and Ireland at Genan.

Rosemary Langley has worked closely together with Footfall since 2019, and the collaboration is a well-functioning two-way street on which both parties know who to call if they have a flat tire – so to speak.

“Our relationship with both Genan and especially

Rosemary Langley is continuously growing stronger. It is completely vital for us to know that our supplier has our back and supports all our new ideas – especially when you have tried shutting your business down for months, not knowing if it would ever run again. This mutual flexibility makes our collaboration easy, and the quality of both product and service leaves no doubts about choosing Genan again and again. I make no secret of my contentment with Genan when I talk to other business relations. – I guess you could almost call me a bit of a Genan ambassador,” states Jason Randles, Operations Director at Footfall, with a smile.

Despite the pandemic bump on the road, Footfall has managed to get back in the fast lane with a strong export market and a lot of new projects in the pipeline. And the company has even taken on enhanced environmental responsibility, supporting local businesses in the UK.

“Due to the immense problems we experienced during COVID-19 with deliveries from China, we finally chose to move all our business to the UK. Partly to be able to meet our customers’ expectations with guaranteed delivery – and partly to take on more responsibility in relation to sustainability, supporting our local suppliers. A decision that truly matches our recycling ideology,” says Jason Randles and continues: “We must carry on, and we must succeed! This is the motivation that brings forward new ideas in our business – and the reason for our ongoing trials and development of new products from different sustainable resources. We have a young team supporting us, and it is our responsibility to leave a well-running company for them to take over when we retire. Knowing that we have endless support and loyalty from Genan will definitely make this future transition feel much safer.”

Footfall and Genan are foreseeing great development opportunities in their partnership and are already working closely together on several new projects, which will hopefully hit the market very soon.

“Footfall is on an exciting journey of growth, and it is a pleasure for us to offer professional advice and help them succeed with their innovative ideas. I always enjoy visiting the factory in Blackburn, where not only our rubber powder is being used in underlays, but where trials of other Genan products are continuously made in order to identify and develop new applications.” says Rosemary Langley, concluding: “Operations Director Jason Randles and I have a close business relationship, and I know the whole family. We both nurture this relationship – with a high service level and flexibility from our side, and with determination and an urge to develop and expand from theirs. This goes hand in hand with always keeping our promises to each other and sharing the vision of a greener tomorrow.”



ABOUT FOOTFALL

- 🌿 Has a portfolio of 50 products
- 🌿 Is located in Blackburn, UK
- 🌿 Has 22 employees
- 🌿 Was founded in 2012



*Rosemary Langley
Sales Manager, Genan*

