

# **PRESS RELEASE**

## **March 2008**

### **Firebox.com online with PF Whitehead**

Internet retailer Firebox.com have chosen PF Whitehead Logistics Coomber Way distribution centre in Croydon to relocate their warehousing and distribution facility.

Firebox.com began life in early 1998 as hotbox.co.uk, an internet retailer founded by university friends Michael Smith and Tom Boardman. Operating out of Cardiff, the company saw rapid initial growth due to the huge success of Michael and Tom's (since much-imitated) invention, the Shot Glass Chess Set. In the Summer of 1999 the company moved to London and relaunched as Firebox.com. Initially a "pure-play" Internet only business, Firebox has successfully moved into the Mail Order, Corporate and Wholesale/Trade sectors. In 2006 the business turned over £10m.

**Website** - The Firebox.com website attracted over 7m visits in 2006 (source: [Nielsen//NetRatings Traffic Audit](#))