

Celebrating 70 years!

Here we reflect on seven decades dedicated to pioneering products, exceptional customer care, and making a real difference in people's lives.

This year marks a remarkable milestone for Credenhill Ltd – 70 years of supporting people who rely on compression therapy.

Who we are

Daylong Direct, the trading arm of Credenhill Ltd, is one of the UK's leading suppliers and online retailers of compression hosiery and medical garments. Daylong Direct is dedicated to providing education, guidance, and community support to anyone who uses compression therapy.

A longstanding commitment to patients

Credenhill was founded in 1955, and for seven decades has continually evolved to meet the changing needs of people living with venous disorders, lymphoedema, leg ulcers, pregnancy-related swelling and post-surgical recovery. Throughout this time, they have stayed focused on one goal: helping people manage their conditions safely, comfortably, and confidently. Daylong Direct is recognised nationwide for supporting those who rely on compression therapy as part of long-term condition management, offering a wide range of products, expert guidance, and reliable delivery.

Partnership, education and innovation

By partnering with *In This Together*, Daylong Direct continue building a supportive community where people can access advice, feel empowered, and learn about the importance of accurate prescribing and timely delivery of garments.

Paul Grove, CEO of Credenhill, said:

'Our priority has always been ensuring patients receive the right garment, first time, on time. We achieve this by equipping nurses and healthcare providers with precise information, specialised training and dedicated support. Our ethos—speed, accuracy and choice—reflects our commitment to patient-centred excellence.'

Looking forward

With a proud legacy and a forward-thinking vision for the future, Daylong Direct remains committed to delivering innovation, quality, and support. Their focus is, and always will be, to ensure patients receive the optimal care they need—while giving healthcare professionals the tools and confidence to provide it. ➡