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MAY 2018



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# Slimmer future for Carpetright

There was never any doubt landlords would agree to Carpetright's efforts to close stores it doesn't want

The chain had made it clear to them that if the Company Voluntary Arrangement was rejected, all but the landlords of the core stores would get practically nothing in the event of administration and a quick sale (0.4p in the pound) and nothing if liquidation happened.

Instead the landlords of the four categories of stores will receive 100%, 78.1%, 36.7% and 6.1% respectively.

While the initial tranche of store closures grabbed most of the headlines, the CVA also gives Carpetright the go ahead to close half of its current estate, starting in 18 months, if it feels the need to do so.

I doubt it will have closed that many by 2021, but there is nothing the landlords can do if that's what the retailer decides to do.

Having loaned the chain funds in March, Meditor is now clearly the largest shareholder (29.99%) with just a fraction under the level that would trigger a takeover bid.

Its enlarged shareholding means it will be paying just under £18m in this month's fundraising, before its gets £12.5m back in August when Carpetright repays the loan.

The odd thing is, at the end of the CVA process we will have the country's two largest flooring retailers both losing money and having lots of property dealings, but for very different reasons.

On a more positive note, Salone del Mobile was heaving last month (many must have been first time visitors as they seemed more interested in photographing just about everything and posting it on social media).

It felt so much busier in the halls, and the official figures confirmed it: the show attracted 434,509 visitors: a 17% increase on 2016 which last featured the biennial kitchen and bathroom exhibitions and a 26% rise on last year when the biennial lighting show was on.



INTERIORS MONTHLY MAY 2018

## INSIDE THIS ISSUE

### NEWS

- 4 **Carpetright store closures**
- 6 **Ikea praise for online shopping**
- 8 **Walker Greenbank profits leap**

### FEATURES

- 10 **New products**
- 20 **Service**
- 24 **Awards**
- 28 **Design**  
Taking care of brands, Design Guild Mark Awards
- 36 **Wood flooring**  
New office and showroom
- 37 **Beds and bedroom**  
Travel companion, advertising campaign, stylish roll-ups, young generation, bestsellers, anniversary, soft touch, carbon neutral, new quartet, entrepreneur success, protectors, French style
- 68 **Upholstery**  
Italian inspiration, natural, sustainability
- 80 **Rugs**  
Pop revolution
- 84 **Preview**  
Long Point
- 85 **Review**  
Cliff, Salone del Mobile, VIFA-Expo

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MAY 2018

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# Half of Carpetright stores could shut under CVA terms

Carpetright sees just 195 of its stores as core to the business, and could close the remaining 194 branches over the next three years after landlords approved its Company Voluntary Arrangement.

Under the CVA agreed on 26 April, rent on its 195 core stores will be paid monthly; 82 stores will see rent cut by 30% with a 5% rent rise in lieu of dilapidation liabilities and rent paid monthly and can be closed in two and three years; 31 stores will have their rent cut by 50% with a 5% rent rise in lieu of dilapidation liabilities and rent paid monthly and can be closed in 18 months.

A further 81 stores will be closed in September along with 11 that are non-trading with rents cut by 50% until then.

Shareholders were due to approve the CVA on 30 April. The group will then look to raise £60m from shareholders this month, looking to receive the cash in early June. But it warned that it needs to extend its bank borrowings and secure £15m to have sufficient working capital before then.

Shareholders were due to be asked to change the articles of association on 30 April to allow it to increase its borrowings as it has breached a limit. The chain said its banks have agreed to relax certain covenants and other

terms related to its borrowings to address the short term funding shortfall that could otherwise arise.

'Addressing our legacy property issues to reduce our fixed costs to sustainable levels is critical to securing Carpetright's recovery. Receipt of creditor approval for the CVA will enable us to take tough but necessary action to establish a right-sized estate of stores on economic rents, which is essential to restoring our profitability. The proposed equity financing will recapitalise the business and enable Carpetright to address the competitive threat from a position of strength,' said Wilf Walsh, Carpetright ceo.

Carpetright's largest shareholder upped its stake in the chain to the maximum it is allowed before having to launch a takeover just days before the CVA vote.

Hedge fund Meditor increased its shareholding from 16.47% to 29.99% while Carpetright's second largest shareholder, Franklin Templeton, reduced its holding from 15.95% to 1.69%.

Meditor loaned Carpetright £12.5m in March and received 5% of the chain's shares.

The group said it will try to find jobs for the staff of stores due to close in September, saying it had 100 retail vacancies.



Wilf Walsh says 'tough but necessary action' needs to be taken

## Casualties

According to the chain stores are closing from 23 September onwards (11 of the branches are already non-trading), these include: Ayr, Ballymena, Bangor, Barnsley, Beckton, Belfast (Newtownabbey), Bicester, Birmingham Stechford, Blackwood, Bodmin, Borehamwood, Burgess Hill, Burnley, Bury, Caerphilly, Catford, Coleraine, Derry/Londonderry, Dudley, East Grinstead, Edinburgh (Leith), Exeter, Exmouth, Falkirk, Folkestone, Fraserburgh, Glasgow (Great Western Road), Glasgow (Parkhead Forge), Gloucester, Great Yarmouth, Greenock, Guildford, Hamilton (Carpetright), Hamilton (Sleepright), Harrogate, Hayes, Hitchin, Honiton, Huddersfield, Inverness (Merkinch), Kidderminster, Kings Lynn, Launceston, Leeds (Birstall), Leeds (Hunslet), Lewes, Lichfield, Lincoln, Livingston, Llanelli, Luton, Maidenhead, Neath, Oldham, Putney, Reading (Oxford Road), Redhill, Renfrew, Scarborough, Scunthorpe, Sheffield (Meadowhall), South Shields, St Austell, St Helens, Stafford, Stanmore, Stratford-upon-Avon, Streatham Common, Strood, Sunderland (Castletown), Telford, Thanet, Thornton Heath (Carpetright) Thornton Heath (Sleepright), Tiverton, Wakefield (Cathedral), Wakefield (Westgate Storeys), Walsall, Warminster, Wigan (Robin Park), Wishaw and York (Foss Island).

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# Online shopping will help sales says Ikea executive

A top Ikea executive says that increased online shopping will help the furniture chain.

'Digitisation is God's gift to someone like Ikea,' said Anders Dahlvig, chairman of Inter Ikea, the group's parent company, and former Ikea chief executive. 'With a unique product range you can survive in a world like this.'

Dahlvig said that online shopping and price comparison would draw attention to its prices. 'For us price comparability is almost something good because a lot of consumers probably thought someone else was cheaper. Now they can check and they can see our prices are good.'

Shoppers moving to click and collect and quick home delivery will also change the Ikea business model. 'A lot of people say this is a big threat but we have always had problems penetrating the city centres with our big-box stores. This gives us an opportunity to set up our supply chain for direct delivery and of course serve the people

Ikea welcomes digitisation



living in the middle of London. I think going forward for London we will look at the market in a different way. You will see different types of hubs or touchpoints,' he added.

## Victoria links rewards to share price

Victoria is to reward its senior management if its share price increases by a fifth in a year.

If the group sees its stock market capitalisation rise by 20%, a proportion of any rise above the 20% will add to the value of the new incentive shares. After five years the incentive shares will be swapped for shares in the group.

Participants will be entitled to sell a third of those Victoria shares immediately following exchange, or a higher amount to meet taxes and any outstanding subscription price due on the incentive shares.

Half of the remaining Victoria shares must be held for at least six months, and the remaining 50% for at least a year.

Some 100,000 incentive shares will be created, with 72,000 being issued now. Of those, Geoff Wilding, Victoria executive chairman, will have 26.82% of the shares, Philippe Hamers, chief executive 16.09% and Michael Scott, finance director 12.88%.



**Shire shirts:** The Shire Bed Company has increased its sponsorship of Yorkshire County Cricket Club by becoming a shirt sponsor. The bed manufacturer will have its logo on the back of players' shirts for this season, following the original two-year sponsorship package which the Dewsbury manufacturer signed up to in 2016. The partnership agreement will also allow Shire Beds to continue its work on the Sleep4Sport project, incorporating feedback from YCCC players, coaches and physiotherapists into a professional range of mattresses.

## Capital store for Timothy Oulton

The summer will see furniture brand Timothy Oulton open a London flagship store at the Bluebird Garage in Chelsea.

The 7,244sqft showroom will be the first standalone store in London for Timothy Oulton. It has three other locations including in Harrods and Heal's stores.

'We've been searching for the perfect

location for some time and we've finally found it. Stories and history are incredibly important to us and Bluebird feels like absolutely the right fit,' said Timothy Oulton, founder and creative director. 'Our gallery will be a distillation of everything we are about, it's our heart and soul, and I'm extremely excited for its opening later this year.'

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# WG warns on trading after seeing profits jump 20%

A full year's earnings from Clarke & Clarke helped furnishing group Walker Greenbank increase profits by 20% to £12.5m as sales rose by 17.7% to £108.8m in the year to 31 January.

But the group warned that current trading 'reflects a difficult marketplace particularly in the UK,' with brand sales down 8.3% in the UK and 3.8% overseas.

UK brand sales were up by 13.9% to £48.4m in the year and overseas brand sales increased by 23.1% to £38.8m, helped by a 23.3% increase in the US and 21.9% in Western Europe.

Within the brands Harlequin, Scion and Anthology fell by 2.4% to £30.5m, including a 6.8% drop in the UK while US sales rose 6.3%.

Sanderson and Morris & Co had a 3.7% increase to £23.4m but Zoffany sales dropped 4.4% to £11.6m. Clarke & Clarke achieved sales of £21.2m.

The group also revealed that Clarke & Clarke did not achieve 'challenging' performance targets in the year that were part of the acquisition terms. These would have seen founders Lee and Emma Clarke receive up to £17.5m in Walker Greenbank shares over four years. It said it did not expect the targets to be met in the future.

Licensing rose 21.6% to £3.1m and it is targeting double-digit growth for the next three years.

The dividend was increased by 20.3%.



Harlequin's Paloma

## in brief

### Driving on

Invictus by Associated Weavers has been selected as the official carpet of the BMW PGA Championship. 'BMW Golf and Associated Weavers have agreed to a partnership where Invictus is the Official Carpet Supplier of the BMW PGA Championship. Since the very start of this world-class golf tournament, each edition could count on the support of many international high end brands. From now on, Invictus joins this select group,' said Gavin Pugh, Associated Weavers director. The carpet selected by BMW Golf to be in the VIP areas at next month's tournament at Wentworth is Magnificus in the colours 32, 95 and 98.

### People on the move

Eamonn Prescott, Adam Carpets sales director, is to leave the company after seven years in the role, moving to knitting yarn supplier King Cole Yarn.

Edward Bacon has become the North West, Derbyshire, Leicestershire and Staffordshire sales agent for Millbrook Beds.

Vogue Beds has appointed Paul Ridgway as sales agent for Yorkshire and the North East of England.

James Appleyard has become sales director at Deluxe Beds. He had been sales director at Dura Beds since October 2016.

## Dreams tops Profit Track list

Bed chain Dreams topped *The Sunday Times* Profit Track 100 of the country's private companies with the fastest-growing profits.

The company saw profits rise by 166.89% to £34.5m from sales of £290m in the year to the end of December 2017.

Kitchen manufacturer Ultima was ranked 66th. Its profits rose by 62.5% to £9.38m from sales of £39.3m in the year to the end of May 2017.

Furniture manufacturer Symphony was 67th with profits lifting by 62.47% to £18.74m from sales of £198.9m in the year to the end of December 2016.

Furniture retailer Neptune and bed manufacturer Hypnos were included in the 10 Profit Track Ones to Watch. Neptune had profits of £3.1m from sales of 47.4m in the year to the end of September 2017. Hypnos had profits of £3.6m from sales of £64.3m in the year to the end of June 2017.

'Being included on the list is an incredible achievement and extremely rewarding for everyone at Hypnos. We'd like to thank our partners in both the retail and hospitality sectors for their part in this success,' said Stephen Ward, Hypnos group md.

## Zero landfill for bed manufacturer

Beds and upholstery group Airsprung Group has eliminated waste going to landfill.

'This is the culmination of many years' work by all of our staff. I think all industries have a corporate social obligation to minimise their impact on the environment, and I am proud that Airsprung Group is leading the way,' said

Tony Lisanti, Airsprung Group chief executive. Lisanti is also chairman of the National Bed Federation's recycling committee.

The group's subsidiaries have in-house teams sorting recyclable material. Non-recyclable materials are handled by national companies specialising in generating Refuse Derived Fuel.





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## NEW 2018 Look out for Ardour, Verve, Vigour

## NEW PRODUCTS



1



2



3



4



5

1 With a seasonal colour palette and an abstract floral motif, Rosa has a summery feel and is one of the SS18 designs from the Inspired by V&A collection by **Flair Rugs**. The company has taken the work of French artist Edouard Benedictus as the inspiration for Rosa.

Visit: [www.flairrugs.com](http://www.flairrugs.com)

2 A deep embossed V-groove enhances the wood plank look in the stylish designs of Jacobsen, Cartier, Edgewood and Cimarron in **Avenue Floors'** Ultimate Timber. Other introductions in the chevron of Pamera (pictured) and narrow board of Bristol, demonstrate this range has enjoyed an extensive overhaul and is ready to transform

homes with its modern, ultra-realistic wood effects.

Visit: [www.avenuefloors.co.uk](http://www.avenuefloors.co.uk)

3 **Hyder Living's** Barci is a modern and elegant upholstered bed frame that echoes the simplicity of Scandinavian interior design to brilliant effect. Hand-crafted in a soft grey linen fabric, Barci will bring a refined look to any bedroom, its upholstered headboard, low foot-end and simple natural finish solid wood legs coming together for a bed that appears both luxurious and stylish.

Visit: [www.hyderint.com](http://www.hyderint.com)

4 **Balta** has updated its ever-popular Noble Collection & Stripes with seven grey tones

and four light neutrals. A coordinated stripe now comes with a more elegant and narrower pattern than before, offering the same 33.3cm repeat as before that makes it ideal for stairs and hallways in three complementing shades.

Tel: 0032 5662 2211

5 **Lano's** Pembridge Heathers (pictured) has been given a makeover with new colours to reflect the latest looks in the home. The 14 heathers bring a classic, natural look with all the benefits of bleach-cleanable PP yarn in 4m and 5m widths. Fairfield Creations now has a 12-strong palette that includes five new heather colourways.

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furlong flooring



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## NEW PRODUCTS

**6 Balta** will show its Made in Heaven carpet collection at this year's Buying Groups' National Flooring Show. Made in Heaven is tufted from a 100% polyester yarn, spun in a two-ply yarn for improved resilience and better recovery. It is available in three qualities and 4m and 5m widths.

**Tel: 0032 5662 2211**

**7 Menu's Godot** is a comfortable and generous sofa series comprising two and three-seater sofas and an armchair. The soft shapes of the upholstery are inviting and also constitute a marked contrast to the sofa's exterior of more simple and geometrical forms.

**Visit: [www.menu.as](http://www.menu.as)**

**8** At the Buying Groups' National Flooring Show **Louis de Poortere** is showing rugs from its partnership with Romo alongside its latest in-house collections, including the Antiquarian range, updates to Mad Men and new Atlantic design The Streaks, which represents the ripples and streaks in the sandy shores of New Jersey and Long Island, as if they were abstract paintings.

**Visit: [www.louisdepoortere.com](http://www.louisdepoortere.com)**

**9 Inno** has expanded its Lab upholstery collection with the addition of the Lab XL sofa (pictured) and Lab XL Rocking large rocking chair.

**Visit: [www.inno.fi](http://www.inno.fi)**

**10 Floorwise** is now offering a range of tread in-fills for its Aluminium Stair Nosings, providing contractors with more functionality from its great value line featuring straight, rake and bullnose profiles. Suitable for internal and external use, Floorwise nosing can now be fitted with specially developed anti-slip in-fills in a range of colours.

**Visit: [www.floorwise.co.uk](http://www.floorwise.co.uk)**



6



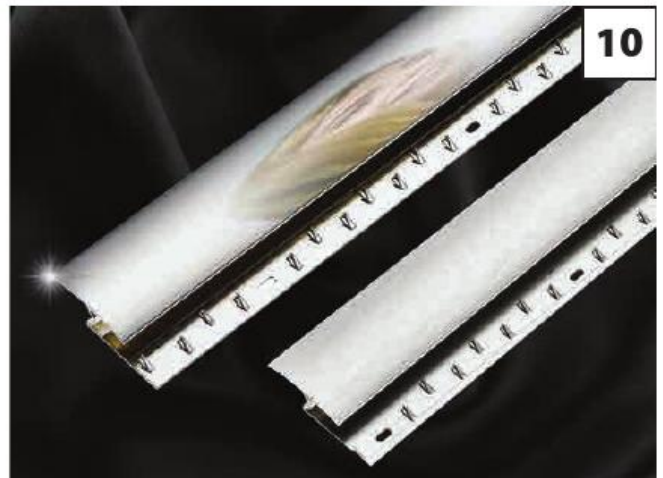
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## NEW PRODUCTS

11



13



**11** To celebrate 25 years of its York Wilton range, **Ulster Carpets** has added seven colourways: Orkney, Shetland, Chambray, Indigo, Nougat, Goose (pictured) and Mockingbird, increasing the number to 50. Inspired by trends such as Natural Elements and Artisan Textures, these fresh additions embrace tones of soft blues and warm greys.  
**Visit: [www.ulstercarpets.com](http://www.ulstercarpets.com)**

**12** **Adrenalina's** Big Sofa is made up of a one-seater, two-seater, corner and end modules that can be arranged how the user likes to create their ideal upholstery arrangement.  
**Visit: [www.adrenalina.it](http://www.adrenalina.it)**

**13** **Riva 1920's** Rivar sideboard by Karim Rashid is characterised by sinuous and rounded lines that recall its Klip desk. As well as the doors and central drawers it has a functional open compartment.  
**Visit: [www.riva1920.it](http://www.riva1920.it)**



**14** With more than 70 choices for the dining room and bedroom, the LO Collection from **Kettle Interiors** presents a large selection of great value oak furniture. The LO Collection exploits an almost-raw, lime-wash finish and chrome cup handles on a proven design formula for a range that delivers style, quality and value.  
**Tel: 01536 444 960**

**15** The Mirror Collection from **Kettle Interiors** brings four looks for the home, from the lavish scrolls of Baroque to the elegant lines of the Edwardian era. Each style is available in a range of sizes, with the slender proportions of the leaner style making a statement as a dressing mirror in the bedroom or a space-enhancing touch in apartment hallways.  
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Container prices illustrated



**Richard Renouf**

# Don't delay

Solve problems quickly to keep customers happy

There was no doubt the carpet was damaged. Close to the doorbar there was a distinct irregular crease mark. But how did it get there? Everyone had their own opinion.

'It definitely wasn't me', said the fitter to the company. 'It was creased on the roll and I did my best to stretch it out, I was doing you a favour.'

'If it was damaged during manufacture or transport, you shouldn't have signed for it,' said the supplier, adding 'it could have been damaged in your warehouse or on the way to the job, so it's too late to try to claim from us.'

The store administrator didn't know what to do. She couldn't just order more carpet as her boss would not be happy. She couldn't send the fitter back to restretch it, the customer wanted it replaced. She put the paperwork in a folder to deal with 'later'. Every time she opened the folder she remembered it needed to be dealt with 'soon', but she had already lost track of how long it had been left unresolved.

Every day's delay added to the customer's frustration. Although he

didn't know the reason for the problem he was not going to accept the carpet in this condition.

Enough was already enough. The consumer searched for help on the Internet. There was plenty of help available. No sooner had he posted his story online his 'friends' sent him links to websites where he could voice his complaint. Other contributors were copied in to his comments and were quick to add their own insults towards the retailer and share his posts as widely as they could.

There were some helpful responses pointing him to sources of advice and information. Citizen's Advice had a helpful website and there was a helpline he could call. *Which?* had an advisory service. He could raise a claim against the credit card company because he paid that way. He was advised to check if he had legal expenses insurance cover and found it came as standard on his home insurance policy. It was even possible to issue a claim online without having to prove his case first, paying the initial claim fee on his card. And that was just in

his first half an hour of online activity.

Eventually he agreed with his partner's suggestion to give the retailer one last chance, and she rang them.

'Are you going to sort this out or not?' she asked.

'We don't know what's caused it,' was the reply.

'Well, it wasn't us, and if you don't do something quickly we've decided what to do next.'

Can you help the retailer sort this out? Can you advise him who is to blame? If you can, don't. Not yet. Complaints should not be about blame, and customers should not be kept waiting while a scapegoat is found.

Delays cause frustration and damage reputations, even more so in the digital age where word of mouth travels at the speed of light. Take responsibility and your customers will be able to trust you without spreading bad news, and they'll come back again.

Visit: [www.richard-renouf.com](http://www.richard-renouf.com)

**Richard Renouf is an independent furnishings consultant**



Don't let customers get angry



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**North Wales, Cheshire  
Matt Bell  
07980 223303**

**Scotland  
James Hall  
07787 140136**

**Yorkshire, North East England  
Steve Allitt  
07971 952873**

**East Midlands  
Charlotte Jarvis  
07460 875070**

**Northern Ireland  
Norman Gray  
07860 495649**

**Cornwall, Devon, Somerset,  
Dorset, Wiltshire, Hampshire  
Adam Nicol  
07885 738975**

**South Wales, Bristol & Avon, Gloucestershire,  
Oxfordshire, Herefordshire  
Emma Rees  
07920 837422**

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Hertfordshire, South East  
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Zac Marsh  
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**CARPETS TO  
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# ASHLEY | MANOR

## The Monty Collection

[ashleymanor.co.uk](http://ashleymanor.co.uk)



Harrington Mills: Spring Long Point, 15th - 17th May 2018

Alexander & James

The Jean  
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[alexanderandjamessofas.com](http://alexanderandjamessofas.com)



Harrington Mills: Spring Long Point 15th - 17th May 2018

## AWARDS

# Gold standard



### RETAILERS TO COMPLETE ONLY

Best Customer Service (Furniture)

Best UK Furniture Manufacturer

Best Overseas Furniture Manufacturer

Best Furniture Buying Group

Best Accessory Supplier

Best Lighting Manufacturer

Best Bed Manufacturer (Upmarket)

Best Bed Manufacturer (Mid-market)

Best Bed Manufacturer (Value)

Best Bedroom Manufacturer

Best Dining Room Manufacturer

Best Living Room Manufacturer

Best Children's Furniture Manufacturer

Best Fabric Upholstery Manufacturer

Best Luxury Upholstery Manufacturer

Best Leather Upholstery Manufacturer

Best Luxury Leather Upholstery Manufacturer

Best Flatpack Furniture Manufacturer

Best Furniture Wholesaler

Best Fabric/Soft Furnishings Manufacturer

Best Furniture Exhibition

Best Furniture Website

Best Customer Service (Flooring)

Best UK Flooring Manufacturer

Best Overseas Flooring Manufacturer

Best Flooring Buying Group

Best Carpet Manufacturer

Best Rug Supplier

Best Laminate Manufacturer

Best Solid/Engineered Wood Manufacturer

Best Underlay Manufacturer

Best Flooring Accessory Supplier

Best Vinyl Manufacturer

Best Luxury Vinyl Supplier

Best Flooring Exhibition

Best Flooring Website

Best Flooring Wholesaler

Best Software Supplier

Best Finance Provider

Best Business Support (Flooring)

Best Business Support (Furniture)

Best Marketing Support

Innovation of the Year

Best Recliner Manufacturer

Best Home Entertainment Supplier

Best Warranty Provider

Best Product Protection Provider

Best New Supplier

Product of the Year

### SUPPLIERS TO COMPLETE ONLY

Best Flooring Retailer (1-3 stores)

Best Flooring Retailer (4+ stores)

Best Furniture Retailer (1-3 stores)

Best Furniture Retailer (4+ stores)

Best Online Retailer

Please fax your completed form to 01732 362 919

or email your nominations to: [akidd@interiorsmonthly.co.uk](mailto:akidd@interiorsmonthly.co.uk)

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# must haves



2018/19

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[www.westbridgefurniture.com](http://www.westbridgefurniture.com)





David Butcher



# Brand master

Style Library's general manager is making his mark

David Butcher became general manager of Style Library at the end of 2017, bringing a wealth of experience in sales, marketing and general management at major global companies. Style Library is part of the Walker Greenbank group.

'Throughout my career I have always worked for world class brands including Max Factor, Proctor & Gamble and Britvic, and within the Style Library portfolio are six world-beating interior brands in Zoffany, Harlequin, Sanderson, Morris & Co, Scion and Anthology. With a wealth of heritage and craftsmanship at its core there are fabrics, wallpapers, paints and accessories to suit every style and price point. I was blown away by the creativity of the dedicated design studios and the team of passionate people throughout the business. As the customer journey and marketplace evolves this is an exciting time to join the business and shape the future,' he says.

Butcher spent his first few months in the role getting to know the business and listening to its trade partners. As a result the group has invested considerably to improve stock-holding, service to trade partners and making the buying process easier for partners through a single account for the brands and central distribution.

'We have worked with a real focus on



Harlequin's Paloma collection

clever buying whether it be from the print and wallpaper factories within our group or preferred weave mills, to reflect the diversity of our offer,' he explains.

It is investing heavily in advertising this year to shout about the unique heritage and identity of its brands.

'Our marketing and communications strategy will continue to build brand awareness, driving consumer demand to support sales with our trade customers. Style Library remains the easy way for our trade partners to interact with us and access all brands through one touchpoint,' he says.

Butcher says the recently launched

Harlequin Paloma collection demonstrates several of these initiatives.

'Harlequin, our lead brand in the UK, caters to the mid to high end, style-conscious home owner, taking inspiration from the catwalk. Paloma has been designed to be competitively priced within the marketplace. With fabrics starting at £39 per metre for a beautiful upholstery weight cut velvet of outstanding quality, the collection offers exceptional value. Featuring glistening threads and shimmering metallics in a pared back neutral colour palette, it is the epitome of understated glamour.'

Visit: [www.stylelibrary.com/harlequin](http://www.stylelibrary.com/harlequin)

# HARLEQUIN



Glistening threads and shimmering metallics adorn Paloma from Harlequin, a luxurious new collection of fabrics and wallpapers available now [stylelibrary.com/harlequin](https://stylelibrary.com/harlequin)

# Twelve great designs

This year's recipients of Design Guild Marks



DGM 200: AXYL, designed by Benjamin Hubert of Layer for Allermuir



DGM 197: Hugo, designed by Ian Archer and manufactured by SITS

DGM 202: Magnetic Copper Cube, designed by Paul Kelley for Paul Kelley



DGM 201: Thinking Quietly, designed by Jones & Partners for Thinking Works

A dozen furniture designs have been awarded the The Furniture Makers' Company's Design Guild Mark, increasing the number of holders to 208.

Now in its 10th year, the Mark recognises high standards in the design of furnishings in volume production by the finest designers working in Britain, or British designers working abroad, and is awarded to drive excellence and raise the profile of British design and innovation. Products must meet the criteria of excellence in design, materials, manufacture, and function. →→→




Buying Groups  
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Show**

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## DESIGN



DGM 205: Group, designed by Philippe Malouin for SCP



DGM 207: Edge Executive Desk, designed by PearsonLloyd for Modus Furniture



DGM 198: Aphelion Console, designed by Byron and Gómez for Benchmark



DGM 208: Race Antelope Chair, designed by Ernest Race for Race Furniture

'It is very interesting to meet the very passionate designers and to have their product, ranging from domestic seating through to complex desking systems, presented to the judging panel. It is a challenge for the judges to reach a balanced judgement, but they have again set and demanded a very high standard,' says Rodney McMahon, Morgan Furniture md and chairman of the Design Guild Mark.

'The Design Guild Mark is a fantastic way to recognise design talent from the UK. It was great to see the diversity and

quality of submissions and to hear the stories behind the designs and journey to final product. The judging process allows applicants to present and talk about submissions with the objects right in front of them, this allows all the production processes and details to be fully explained and demonstrated,' says judge Campbell Thompson, The Conran Shop head of furniture and lighting.

'The quality and diversity of the 2018 applicants for a Design Guild Mark provided for a wholly stimulating range of presentations. It was interesting to

consider the longevity of historic designs alongside the contemporary. The enduring quality of good design demands careful consideration of materials, process and form. While the panel doesn't agree on all submissions, the debate and final consensus ensures the pedigree for the Design Guild Mark is one of respected quality,' says Simon Alderson, twentytwentyone co-founder.

'The standard in design, thinking and making of this year's Design Guild Mark was not only hugely inspiring, but left me feeling proud of our British →→→



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Saxon  
High Stool



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Stool



Spindle  
Bar Stool



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High Stool



Nordic  
High Table



Ox-Bow  
Table



Pedestal  
Table



Barback



Wheelback



Spindle



Slat



Fiddle



Paysanne



Hoopback



Slat Carver

## DESIGN



DGM 206: Famiglia, designed by PearsonLloyd for Allermuir



DGM 204: Manta, designed by Lyndon by Boss Design

DGM 199: Mozaik, designed by Mark Gabbertas for Allermuir

furniture industry. The critique of the submissions by the panel was tough, so the awards are well deserved and highlight that the level of design excellence is getting higher each year,' says Tom Pearce, Sebastian Conran Associates creative director.

'Every year, the Design Guild Mark celebrates the excellent craft, creativity and ingeniousness which lies at the heart of the British furniture industry. The judging process offers a constant discovery and rediscovery of new and established designers, craftsmen and brands,' says Rosa Bertoli, *Wallpaper*\* design editor.

'The 2018 entries were all of an exceptionally high standard, showing quality craftsmanship as expected, but also originality and some elegant problem solving design solutions,' says Joanna Biggs, GA Design director.



DGM 203: T1 Chair, designed by Rodney Kinsman RDI for OMK 1965

'A wide spectrum of furniture items were submitted this year which ranged from commercial to crafty but all of an exceptionally high standard and meeting our expectations. Innovation in the commercial workplace was evident this year which was a pleasure to see,' says Pernille Stafford, Resonate Interiors principal.

'The designs were a pleasure to judge with the work presented being diverse in form and function. There were some

exceptional designs, well considered and executed. Design for me is a mix of art and technology and we certainly experienced designs at both ends of the spectrum,' says Terence Woodgate, Terence Woodgate founder.

Other judges were Barbara Chandler, design writer; Rodney Kinsman, OMK Design design director and chairman; and Philippa Prinsloo, John Lewis design manager.

Visit: [www.furnituremakers.org.uk](http://www.furnituremakers.org.uk)

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## WOOD FLOORING



Woodpecker has invested £2m in a workplace featuring a treehouse and stairs or slide to get to the ground floor



# Working showcase

Woodpecker has invested in offices and a showroom

Featuring a slide, a gym and a wooden treehouse, Woodpecker Flooring's new office and showroom is different from the average workplace.

A once empty shell of a warehouse on Caerphilly's Pant Glas Industrial Estate has been transformed into a fantastic workplace, thanks to a £2m investment.

The two-storey space is 500 yards from the company's distribution centre and previous office. Designed by fit-out company OEG, it is decorated in Woodpecker's bright colours and imagery and many of its natural woods are used on the floors and walls.

'It has taken us almost two years to achieve but we now have a workplace which reflects every aspect of our values,' says Nelson Ker, Woodpecker chairman.

Huge windows spill natural light into the building while an indoor tree reaches between floors, bringing a sense of the outdoors into this naturally inspired environment.

Staff can choose to sit or stand at their desks with just the press of a button. Or, they might prefer to relax in one of the many casual meeting spaces, including sofas, group pods and the treehouse.

There is a gym and showers, along with a large breakout area for lunch time. Customers can visit Woodpecker's first on-site showroom to get a feel for the natural colours and textures of the flooring range and take away samples. There's even the option to skip the stairs and take the slide between floors.

'The new Woodpecker offices and

showroom combine a truly wonderful experience for both our great team who live, breathe and sleep the Woodpecker brand, and our customers who can come and experience the Woodpecker atmosphere,' says Ker.

Staff and visitors are surrounded by the product in a naturally inspired environment where they can receive training and develop an understanding of the floor and where it has come from.

'This workspace is like no other, providing a truly inspirational space to both showcase the Woodpecker collections and for our team to operate from. As our headquarters, it sets the bar and displays the true Woodpecker heart,' says Darwyn Ker, Woodpecker md.

Visit: [www.woodpeckerflooring.co.uk](http://www.woodpeckerflooring.co.uk)

# Beds and bedroom



Sealy's Teramo 1400:  
still a *Which?* top  
scoring mattress



## BEDS AND BEDROOM



**TravelPro**  
The system combines several technologies

**PORTABLE**  
Effortlessly rolls up into a compact Sealy bag. Light to carry and easy to store.

**LUMBAR SUPPORT**  
The system incorporates an extra zone of comfort to better support players' lower backs. The lumbar support is detachable and removable so, dependent on their size, they can move it up and down to support their spine.

### INTENSE FIBRES

When we use electronic devices our body creates negative static charges which cause restless sleep. The ultra-fine carbon fibres in Intense eradicate this negative energy, so the players will be able to get to sleep quicker and enjoy an unbroken slumber.



### SMART FIBRES

A package of fibres that together are a pretty smart combination. Purotex releases friendly bacteria into the fabric to create a clean, healthy sleeping surface while Tencel regulates absorption and releases moisture to combat overheating issues. The result? The players enjoy a cool, dry, clean sleep.

### AURORA FOAM

A breathable foam which offers comfort and pressure relief but without the overheating of conventional foams. Aurora has four times more airflow than standard foams to keep Wigan Warriors cool and dry. It also has fantastic bounce-back properties for ease of movement and added support.

### ERGONOMIC DESIGN

Aeroplane seats can have limited space. The ergonomic system has been created to perfectly fit an average economy seat. Designed for maximum comfort and support, without taking up valuable space.

# Flying first class

Sealy helped Wigan Warriors 'travel like pros' on its history-making Australian tour



The South Sydney Rabbitohs were Wigan's second opponents in Australia

Sealy UK kicked off its second year of sponsorship with the Wigan Warriors in style – by joining forces with the rugby league club as it embarked on a two-match tour of Australia in February.

To ensure the team arrived in Australia well-rested after a long flight, Sealy UK developed a sleep aid, the Sealy TravelPro, which helped the players achieve deep and restful sleep.

A unique joint creation between Sealy's New Product Innovation team and Wigan Warriors, the innovative product combined the club's expertise in physiotherapy and player requirements together with the bed brand's in-depth knowledge of product and sleep technology.

TravelPro includes:

- unique Intense Fibres which get rid of negative static charges from personal electronic devices such as phones and tablets;
- Smart Fibres that help prevent overheating;
- Aurora Foam to offer the best in zoned pressure relief, with breathable qualities;
- a moveable and detachable extra lumbar support pad to offer the best lower spine support; and

● ergonomic design to deliver generous comfort without taking up valuable space.

Proving a valuable necessity for the 22-hour flight to Sydney, the team went on to create Super League history by holding its first game outside of Europe and continued its unbeaten start to the season in the city of Wollongong, achieving a 24-10 win against Hull FC at the WIN Stadium. However, the Warrior's New South Wales tour was to end in a narrow defeat, with the South Sydney Rabbitohs taking an 18-8 win despite Wigan's early 4-0 lead, thanks to a first-half try by winger Tom Davies.

'Creating the Sealy TravelPro was a fantastic joint creation between Sealy and the Wigan Warriors and we are extremely proud of how the team performed during this historical tour. We hope this first of its kind piece of kit will hopefully continue to give the players an advantage on the pitch as they progress in the current season,' says Holly Housby, Sealy UK marketing controller, who oversaw the creation of the TravelPro.

'With rest and recovery being such an important factor when it comes to player importance, the TravelPro was invaluable on the long-haul flight. The Sealy team really created something which exceeded our expectations,' says Mark Biton, Wigan Warriors director of performance.

'Coming home with a win under our belt was a huge success for the team, and we took out a lot of positives; including gaining a lot of rugby experience as well as bringing the boys closer together. The team certainly kept fighting and it is this determination which we are sure will give them vital success in future matches.'

Sealy has been working with the club since 2017 and the sponsorship underlines its philosophy of helping people achieve a great night's sleep. Players and management all understand and have seen first-hand the value and major impact a restful night's sleep can have on both the body and mind.

As part of the deal, Sealy has also provided each of the club's players with a top of the range bed and mattress, as well as monitoring their individual sleep habits and routines to ensure all their needs are taken care of when it comes to rest.

Visit: [www.sealy.co.uk](http://www.sealy.co.uk)



Wigan players Morgan Escare and Romain Navarrete with their Sealy TravelPros

## Innovation centre



Sealy UK has opened a trade showroom in Cheadle, Greater Manchester.

It is not open to the general public, and operates on an appointment only basis that can be arranged with stockists' Sealy area sales managers.

As well as featuring its newest products and collections, Sealy will be refreshing its product line-up at the showroom several times a year to ensure retailers are kept up to date with its latest innovations and developments.

'The new facility will provide retailers with the opportunity to view our extensive product range as well as exclusive collections, from a highly convenient location. The move underlies our commitment to providing retailers with the very best support, advice and information relating to our products,' says Neil Robinson, Sealy sales and marketing director.

'This is an important step for Sealy and we hope the launch of this showroom makes it even easier for our retailers to experience and learn about our very latest products and collections. Being located in Greater Manchester gives the site a highly convenient and easily accessible location,' he adds.

INGREDIENTS  
Lots of springs and fluffy stuff.



# You know more about what goes into a bag of crisps than what makes up your bed.

At Sealy, we're all about transparency. We're actually proud of what goes into our beds and want to tell you about it. That's why we now show you a *complete* list of measurements and 'ingredients' (offering a full explanation for that ingredient) for every single bed in our core brochure range.\*

It's not a British Standards requirement, like with food labelling, it's just something we want to do; go above and beyond what's required, as we have nothing to hide.

That's why we're *clearly* the world's No.1 bed brand.



[www.sealy.co.uk](http://www.sealy.co.uk)

\* Ingredients lists appear on our website.



Three leading bed brands together at

# BROOKLANDS



Tuesday 15th & Wednesday 16th May 2018



This year's Brooklands event will showcase the latest products from

## Sealy, Silentnight and Rest Assured

Sealy will be unveiling their brand new Activsleep range, new Pocket models and the new evolution of the Hybrid range, along with a brand new headboard collection and fabric options. Silentnight will be showcasing a brand new collection of beds and mattresses along with their next generation Eco collection. Rest Assured will be presenting their latest range of mattresses, all handcrafted with pocket springs and luxurious comfort fillings including naturals, latex and British wool.

We won't be at Telford this year, so get ahead of the pack and join us for your exclusive opportunity to see the three leading bed brands' newest offerings under one roof.

To book your place, contact your local  
Area Sales Manager today.



The company is running a three-month advertising campaign



# Keeping in touch

Hypnos' advertising campaign is drawing in consumers

Hypnos is going from strength to strength with a good start to the year and promising more developments throughout 2018 and 2019.

It was recently recommended as 'one to watch' by *The Sunday Times* Fast Track and voted Bed Supplier of the Year for the fourth time by AIS members at last month's show. As the first bed manufacturer to achieve Carbon Neutral status seven years ago, it has successfully reduced its carbon emissions by almost 70% over this period as well as ensuring that all its beds are 100% recyclable.

Its Wake Up Beautifully advertising and PR campaign is well under way with an urban deluxe look featured in a selection of national weekend newspaper magazine supplements, lifestyle publications and digitally during April, May and June. The advertisement features a sophisticated boutique hotel

and presents a beautifully dressed Orthos Elite Cashmere mattress with deep divan base and a tall Eleanor headboard in Paris 200 Maroon fabric.

'We are grateful to retailers who support Hypnos and are great advocates for the brand. This digital and press campaign helps to drive yet more consumers to our website where we can inspire them and direct them to their nearest retailer. As one of the best-known bed brands, our website attracts a good and steady flow of visitors with our online traffic improving year on year,' says Amanda Castle, Hypnos retail marketing manager.

There are different ranges to suit customers' needs, each with their own strong selling points.

Last September it relaunched the Orthos Support Elite collection with the aim of improving the support, adding

more natural fillings and a cocona sleep surface that naturally wicks away moisture. The range offers four distinct feels with a choice of tensions and comprises the four variants of wool, silk, cashmere and alpaca.

'Elegant styling is important for the bedroom so the new fabrics and additions to the range of headboards and leg choices have been well received. The storage options now available give consumers a clear choice on how they wish to manage the space under their bed. All of this means a customer can achieve a distinctly different bed, personal to their tastes and inspired by the latest interior trends,' says Castle.

The company is offering online, press or in-store support in the form of a website landing page, video assets or advertisements.

Email: [marketing@hypnosbeds.com](mailto:marketing@hypnosbeds.com)



# Let's Put Rogue Traders to Bed

Rogue traders continue to steal business from legitimate bed manufacturers and retailers. They dupe people into buying products that are simply not what they claim to be.

The NBF is fighting back – investigating dubious products and businesses and reporting our findings to trading standards.

*Become a NBF Retail Supporter and together we can put rogue traders to bed.*

## FREE point of sale pack

Available for bed retailers sourcing at least 50% of their beds from NBF members



**PACK INCLUDES:** Window vinyl, In-store vinyls, pyramid display boards, USB stick with new videos and downloadable artwork

**Email: [simon@bedfed.org.uk](mailto:simon@bedfed.org.uk)  
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# Roll-up, roll-up...

...for Relyon's increased mattress offer



Relyon has expanded its roll-up mattress offer. It says it has stayed true to its 'best beds in the world' philosophy, and developed the Relyon Express Mattress Collection for consumers who want the convenience of next day delivery but without having to compromise on quality.

The collection features pocketed springs, edge support and traditional hand-tufting to provide long-lasting comfort and postural support. Hand-made in the UK, they receive the same manufacturing attention as its traditional mattresses. To retain the look of a traditional Relyon mattress, the collection features two rows of side stitching and a soft-touch knitted wool blend sleeping surface.

The top model in the collection, the Wool Silk Cashmere 1390, features natural wool, silk and cashmere fillings for those customers who demand maximum comfort, while the Wool Silk 1190 features wool and silk fillings and the Wool 1090 features wool fillings.

This choice of fillings offers a good, better or best option and all models have a five-year guarantee.

Mattresses are compressed, rolled and vacuum-packed to just a quarter of their full size. When purchased before midday, next day DHD is offered in England and Wales.

The mattresses expand to the full intended size within two hours.

Visit: [www.relyon.co.uk](http://www.relyon.co.uk)



Mattresses expand within two hours and there are three models in the collection including Wool Silk Cashmere 1390 (below)



# Relyon®

The best beds in the world

## EXPRESS COLLECTION MATTRESSES



### EXPRESS DELIVERY



Convenience and quality combined. Purchase before mid-day and receive delivery next working day\*.  
\*England and Wales.

### QUICK TO UNPACK



Once in a room of your choice, this luxury mattress can be unpacked in minutes. Then wait just two hours and the mattress is ready to use.

### NATURAL FILLINGS



Natural fillings are chosen for their breathable and moisture management properties, whilst providing luxurious levels of comfort and softness.

### 5 YEAR GUARANTEE



Complete peace of mind - this product has been manufactured to the highest of standards and comes with a free 5 year guarantee.



Made in the UK



**Manufacturing  
Guild Mark**



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[www.relyon.co.uk](http://www.relyon.co.uk)

## BEDS AND BEDROOM



Safe Nights Superior Pocket Mattress



# Baby boon

Silentnight mattresses  
for cots and cot beds

Silentnight has launched a range of cot bed mattresses to help babies sleep safely and soundly in their important early years.

Free from foam or chemical treatments, the Safe Nights range is made from breathable materials.

Created using 100% recyclable and sustainable Eco Comfort fillings, the range is breathable and helps regulate babies' temperature, allowing them to breathe freely through the night on a surface that's kind to the environment.

All four mattresses come with washable covers, to give busy parents the flexibility they need when dealing with inevitable accidents.

'Babies spend nearly half of their early years asleep as they rest, recover, and grow; something that is vital for their mental and physical development, as well as the development of their immune

system,' says Angela Moran, Silentnight product development manager.

'A good mattress has a huge effect on sleep quality and supports a baby's spine, allowing for a deeper sleep that gives plenty of mental and physical nourishment as they grow.'

The range retails between £69 and £149 and offers the reassurance of a safe night's sleep for any budget, with all the mattresses made in the UK and tested to the highest UK standards.

'We hope the Safe Nights range helps make this one important choice in baby's life a little more straightforward for mums and dads, offering the reassurance that their little one will get a good night's sleep in a healthy, safe environment,' says Moran.

The Safe Nights Essentials mattress is hypoallergenic with a fully washable core. It is available in cot (60cm x 120cm)

and cot bed (70cm x 140cm) sizes.

The Safe Nights Airflow mattress has a 3D mesh cover that promotes free airflow, and Purotex – a 100% natural treatment that combats moisture, mites and allergens. The cover and core are fully washable and it is available in cot and cot bed sizes.

Designed with Silentnight's mini-pocket support system, the Safe Nights Luxury Pocket mattress provides responsive support. The mattress has a removable, washable quilted cover containing Purotex.

Also featuring Silentnight's mini-pocket support system, the Safe Nights Superior Pocket comes with lamb's wool padding for an extra-layer of comfort. The double-sided mattress with Purotex quilted cover is approved by Allergy UK.

Visit: [www.silentnight.co.uk](http://www.silentnight.co.uk)



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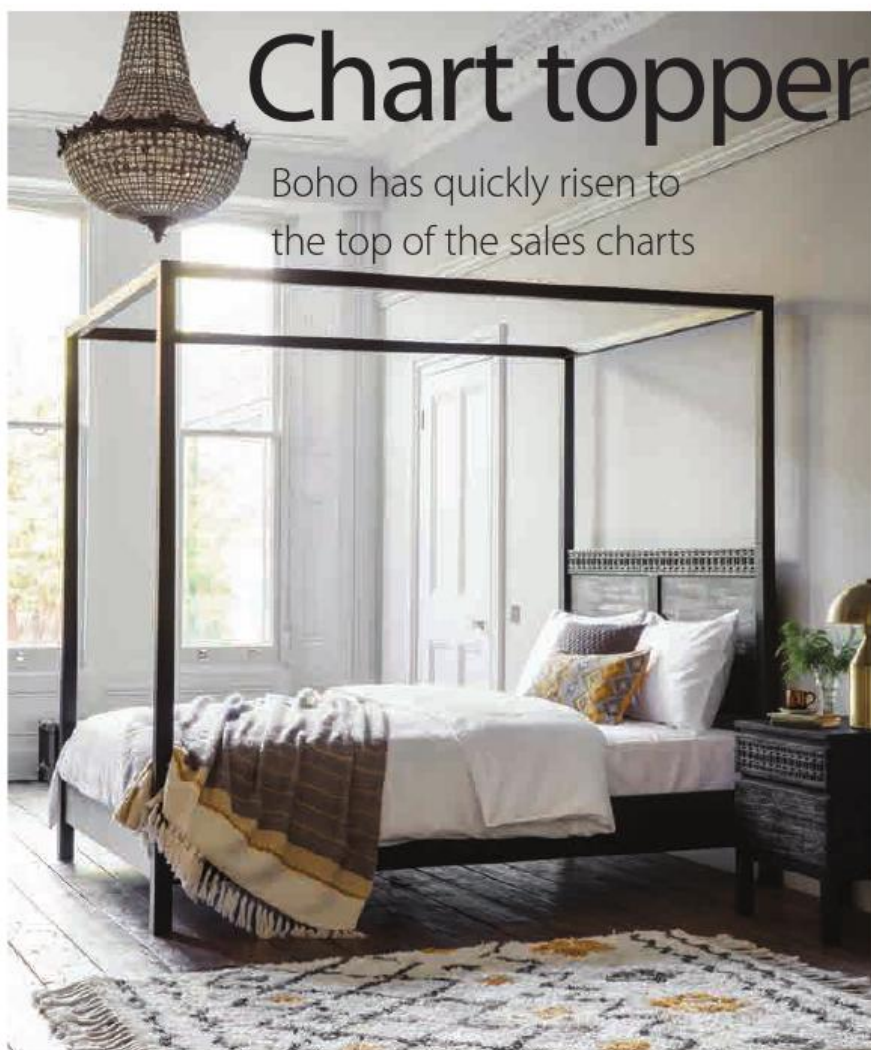


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# Chart topper

Boho has quickly risen to the top of the sales charts

Boho Boutique four-poster

In just a few months Boho Boutique has become the bestselling bedroom range for Gallery Direct. Introduced at the January Furniture Show, Boho offers a global traveller look with a hint of ethnic design detail and features a patterned frieze of blind fretwork. The collection is made using mango solids with mixed timber veneers of teak, mahogany, mindy ash and mango to give contrast and an inlaid pattern that stands out.

Boho Boutique has a matte black charcoal finish – the different grains in the mixed timbers show the hard and soft grain structures – while Boho Retreat has a light brown finish that shows the characteristic fiddle-back nature of mango solids by light bouncing off the light and dark grains.

'We are delighted with how well Boho has been received. Both ranges have proved a huge success since their launch in January, proving incredibly popular with both the domestic and contract markets. The Boutique range has quickly



Chic upholstered bed in Silver finish

become Gallery's bestselling bedroom collection,' says James Hudson, Gallery sales and business development director.

Boho offers a four-poster and low-end bed, along with chests of drawers, a bedside table, an unusual open wardrobe and a coordinating wall mirror. There is also dining and occasional furniture to create a coordinated look throughout the home.

'For those who prefer a more classic look, the Chic collection continues to be a powerhouse for us. The range is hand-crafted with exquisite attention to detail,



Boho Retreat wardrobe



Chic lingerie chest in Weathered finish

exhibiting the finest craftsmanship, wood carving and finishing skills,' says Hudson.

Chic comes in three finishes: Silver, Weathered and Vanilla White. The Silver suite is finished using traditional silver leaf gilding by hand to give a glamorous, sophisticated feel. The Weathered range is made using mindy ash solids and veneers, with a traditional stripped-back effect for a French style. Vanilla White features a hand-applied calming white paint finish for a more feminine touch. Visit: [www.gallerydirect.co.uk](http://www.gallerydirect.co.uk)

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W910 D30 H910mm



## BEDS AND BEDROOM



Maranga



2000T



Herlewing



Eala

# Anniversary quartet

Hästens has four new models to mark four decades of its blue check

Forty years ago Hästens adopted its iconic blue check, built with a unique layering technique. To mark the anniversary Hästens is launching four continental beds: Herlewing, Eala, Maranga and a new 2000T.

With these innovations, Hästens takes a further step forward in achieving its mission: to make the world healthier, happy and active.

'Hästens works tirelessly to create a bed so comfortable that you feel really rested, to live every day with the best version of yourself. This is the only way to really judge a good sleep,' says Jan Ryde, Hästens ceo and owner.

'Our specialised craftsmen have been

dedicated to perfecting the art of perfect sleep for 166 years. The new beds represent the highest point of this legacy. Thanks to the use of natural materials, craftsmanship and new processing techniques, each bed is built with the aim of guaranteeing the ideal rest.'

Horsehair, wool and cotton are joined together using a unique method that provides an overlap of different layers. The fibres are massaged together manually to create a combination of airiness, softness and compactness at the same time.

For example, the Herlewing bed has 31 layers of natural materials, as well as

three spring systems that work in harmony, to provide every part of the body with the right support and flexibility in movements during sleep. The bed follows the curves of the body more than the previous models, favouring a correct posture during the night, fundamental for the entire sleep cycle.

The names of the new models are the equivalent of the word 'awakening' in three different languages: Herlewing (Afrikaans), Eala (Hawaiian) and Maranga (Maori).

The new beds will be available next month.

Visit: [www.hastens.com](http://www.hastens.com)

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MADE (SINCE 1852) OF THESE.”

Eric Mostert, Hästens Partner, Netherlands



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# Cocooned with softness

Bonaldo's latest designs bring a new level of relaxation

Youiverse is a soft bed: soft to touch, thanks to the generous padding that covers it completely, and soft to behold, due to the total absence of corners or any element that could generate a feeling of edginess. The aim of Mauro Lipparini's design for Bonaldo is to achieve the maximum cocooning effect for the bedroom.

Vertical stitching on both the base and the headboard testify to the focus on upholstery that is typical of many beds by Bonaldo. Youiverse is available with or without storage and a choice of fabric or leather.

The distinguishing feature of Kenobi, also designed by Lipparini, is the imposing headboard, which has outer flaps that gently bend backwards to leave room for the bedside table. The headboard, upholstered with fabric, is characterised by sartorial stitching, giving the generous surface a rhythmic vertical chiaroscuro effect.

Visit: [www.bonaldo.it](http://www.bonaldo.it)



The headboard is Kenobi's distinguishing feature

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# Green comforts

Sleeppeeze is now carbon neutral

Sleeppeeze has become a verified Carbon Neutral organisation.

'At Sleeppeeze, the entire team has been working hard to continually minimise our environmental impact. We are committed to using environmentally friendly and sustainable materials in our products. As part of our carbon offsetting initiative, we are partnering with local schools in a tree planting programme, which allows us to share with the children the importance of sustainability and caring for our environment,' says Clive Parry, Sleeppeeze sales and marketing director.

Sustainability remains at the forefront of the company's practices. No waste

generated from the manufacturing facility goes to landfill and Sleeppeeze is an active supporter of the Campaign For Wool, which supports British sheep farmers and promotes the unique, natural, renewable and biodegradable benefits of wool. A number of its beds have achieved the Platinum Wool Label accreditation that indicates the product uses 100% British wool.

Throughout 2018 Sleeppeeze will be refocusing its approach to consumer engagement, with a new website, new range and product launches and a dedication to support its retail partners with attractive in-store support and visual merchandising, along with digital

assets for retailer websites and advertising requirements.

The company has designed and crafted hand-made, pocket spring beds for nearly 100 years, championing traditional artisan skills, such as hand-tufting and using some of the finest natural raw materials, complemented by advanced manufacturing techniques.

With a wide range of collections featuring natural materials, and the latest technically advanced Staycool gel foam, Sleeppeeze offers a broad choice of mattresses. Each bed is made to order and can be personalised with a wide choice of fabrics and headboards.

Visit: [www.sleeppeeze.com](http://www.sleeppeeze.com)



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## BEDS AND BEDROOM



**Icon by Carlo Colombo:** The softly padded headboard, covered like the base in removable fabric or leather, forms a contrast with the metal feet. The mattress support is available as an adjustable slatted version or with an electric movement mechanism. A further touch of elegance is added by the tailored stitching on the headboard.



**New Bond by Matteo Nunziati:** The design of the headboard has been softened with a belt effect that intersects at two points: a decorative motif that expresses the tailoring skills matured over four decades. The bed can be covered in fabric or leather, while the belts are always in leather. It is available with a storage base, a fixed base or a base with an electric movement mechanism.

# Forty winks

Flou marked its 40th anniversary with four new models. Visit: [www.flou.com](http://www.flou.com)



**Tadao by Vico Magistretti:** The use of reclaimed wood gives each bed individuality as its wide slats extend upwards to create the incorporated headboard. It is produced in a limited annual edition, depending on the availability of the wood. The timber, marked by the signs of time, makes each piece unique.



**Mandarine by Emanuela Garbin and Mario Dell'Orto:** Corded horizontal stitching along the edge of the base breaks up the perception of its height: it sits 38cm from the ground. The same decorative motif is repeated in the headboard. It is also available without a headboard and can be embellished with paintings, curtains, and boiserie fixed to the wall behind it.

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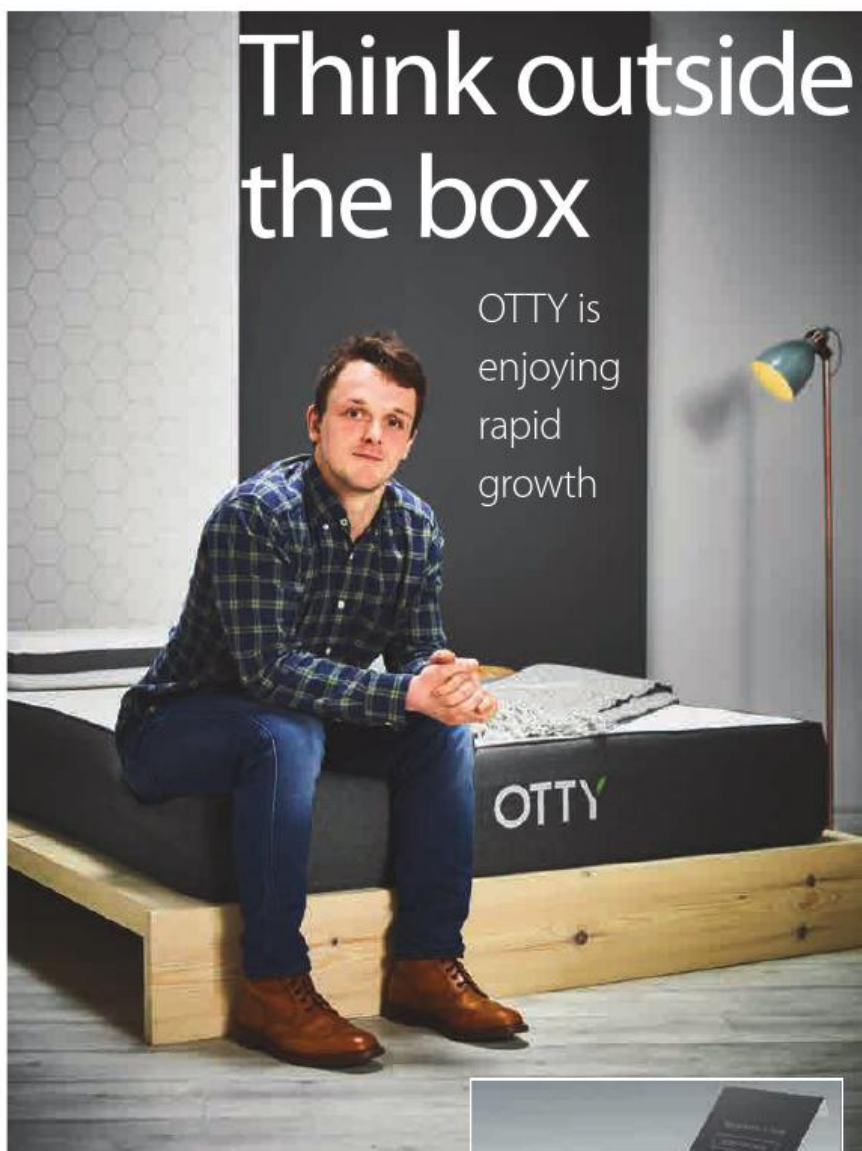
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# Think outside the box

OTTY is enjoying rapid growth

**Above:** Michal Szlas, OTTY Sleep's 25 year-old founder  
**Right and below:** The mattress is available in seven sizes



Launched in 2016 by a young entrepreneur, martial artist and free-running enthusiast who understands the importance of a good night's rest, award-winning OTTY Sleep is one of the fastest growing mattress manufacturers in the UK.

'Retailers, consumers and industry experts have fully backed OTTY, resulting in a *Which?* Best Buy Award earlier this year. This support resulted in a first year turnover of £1.7m – a figure expected to rise to £8m-£10m in 2018 – and the impending and exciting move into Europe, which will see us share our industry-leading product with the continent,' says Michal Szlas, OTTY Sleep md and founder.

The company was created following Szlas's search for the perfect mattress to match his busy lifestyle. He found the purchasing experience confusing and full of false claims and high prices: so he decided to create his own product.

'I wanted to counter my own negative experience and help those who may have been in the same boat as myself. I already had successful entrepreneurial experience, and wanted to change the perception of the mattress industry by offering a leading night's sleep at a cost-effective price point, while enhancing the consumers' purchasing experience,' he explains.

Working with leading manufacturers, OTTY mattresses combine layers of high-grade memory foam and 2,000 encapsulated pocket springs with temperature-regulating Cool Blue Gel and the company's own Airflow system, that work together to give the consumer a greater sleeping experience.

As well as including some of the latest innovations, the price point appeals to both customers and retailers. With an RRP up to £150 less than competitors, Szlas says OTTY gives people from all walks of life the opportunity to discover the ultimate in mattress comfort. To develop consumer and retailer confidence, each mattress comes with a 100-night trial and a 10-year guarantee.

'Despite our infancy, the mattress and our service have been well received by consumers, retailers and industry experts alike, leading to a host of new products, including the launch of a pillow collection, and a company-wide expansion,' adds Szlas.

Visit: [www.OTTY.com](http://www.OTTY.com)

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# Partnership success

Protect-A-Bed works with retailers to boost sales

'The 2018 retail landscape has to date been a difficult trading period, with many retailers experiencing lower footfall and lower sales volumes. Therefore, finding additional revenue streams and strategies to maximise every sale has never been so necessary,' says Paul Lake, Protect-A-Bed marketing manager.

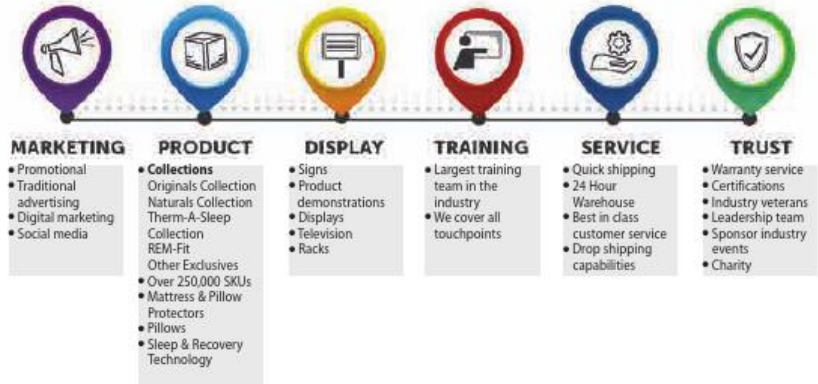
The company specialises in significantly driving mattress protector sales with its retail partners. This year Protect-A-Bed launched its Partnership Promise encapsulating its expertise in the mattress protection category.

The promise consists of six elements: trust, marketing, product, display, training and service.

'The Partnership Promise is first and foremost built on a foundation of trust. We have a proven history for dynamically growing sales for our retail partners and trust is essential to achieve this outcome,' says Lake.

'Our mattress protectors offer the highest quality protection using materials such as Tencel, bamboo and our unique new Nordic Chill fibre. Plus all the mattress protectors come with a bundled, simple to sell product and mattress anti-stain guarantee programme of up to 15 years.

## PROTECT-A-BED'S BELIEF SYSTEM AND PURPOSE



## 'The Partnership Promise is built on a foundation of trust'

'In support, our sales training provides confidence and a structure providing a platform making sure every member of the retailer's sales team is an expert in mattress protection. Combing this with our award winning service support and our innovation for new in-store display systems, our promise to our partners generates success,' says Lake.

Following the introduction of new

packaging in the final stages of 2017, the 2018 January Furniture Show saw Protect-A-Bed launch a display system that creates a feature store-in-store destination.

The new displays will next be shown at the Minerva Furniture & Bed Show at Stoneleigh Park this month, and the Manchester Furniture Show in July. Visit: [www.protectabed.co.uk](http://www.protectabed.co.uk)



Packaging was recently updated

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West Bros Furniture's Odeon has a strong French neoclassic influence and comes in distressed black Onyx (pictured) and distressed natural Rustic Oak



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**Left:**  
Stressless Dining Laurel and Madeira  
**Below left:**  
Stressless Dining Chilli  
**Below right:**  
Stressless Dining Rosemary reclined



## Perfect balance

### Stressless launches its first dining range

The first Stressless dining collection, Stressless Dining, is being introduced into UK stores this month.

Comprising two chair collections and four contemporary chair designs, the brand has drawn on its extensive experience in comfort to create a unique dining chair, featuring the Stressless BalanceAdapt system. Combined with its Glide-system, the seat and backrest adjust automatically to the body's movements, providing a comfortable eating position or recline function.

Stressless Dining chairs are available in several options including a range of

leather and fabric finishes and either a high or a low backrest.

Stressless Dining tables are for both casual and formal gatherings. There is a choice of table-top finish and leg design, all installed with either an integrated pull-out leaf system or two inserts that can be stored in the table.

'We have been pleased with the level of uptake from our network of stockists to the new range, which ultimately oversees Stressless launching a new category for the brand. It is an exciting time for the brand as we flex our design and innovation experience in this new

seating arena, with comfort and design remaining a core value,' says James Thompson, Stressless UK md.

Taking the Stressless brand into dining rooms is something that has not been lost by UK retailers supporting the launch. Stressless is backing its store network with an extensive national consumer media campaign running simultaneously with the launch and a marketing package to accompany the range in-store.

All products are manufactured in Norway.

Visit: [www.stressless.co.uk](http://www.stressless.co.uk)

# Getting the **star** treatment

Ashley Manor's next launch will be Italian-inspired

'A new corner collection with an Italian flavour is coming to town. For the stylish family who loves to blend practical laid back living with an eye for design, this range is a must. Pure, streamlined shapes are accented with a new exuberant fabric collection, made to wow. Our velvets showcase a plusher more decadent quality with a richer, vibrant colour story which is confident and appealing,' says Mark Smith, Ashley Manor design director.

New boucles with gravitas have multi-dimensional tones and textures. Mixed colour threads add interest and metallic spun yarn adds luxury. Colour is key: burnt oranges are mixed with teals for an exotic twist on a modern classic shape.

'Our bestselling shapes will be covered in new and exciting fabric collections, sourced by our fabric stylists,' says Mike Storey, Ashley Manor sales director. 'Our Living Collection is being given the star treatment for 2018. A new wardrobe of textiles with colour and style will be launched at Long Point.'

'We've turned the volume up on our velvet selection, more oomph, more colour, more textural quality, our velvets are the most sumptuous yet,' adds Katherine Reid, Ashley Manor head of fabric.

Visit: [www.ashleymanor.co.uk](http://www.ashleymanor.co.uk)



The fabric collection will expand. Pictured are Juliette (**top**) and Francesca (**above**)



Ashley Manor will add to its corner collections, pictured is Linford



Jean will get a new look

## Natural elements

Land, sea and sky will influence the latest fabrics from Alexander and James

Alexander and James is known for its well-designed approach to laid back, super-easy living. Its modern Chesterfield story has collections with scale and style. Oversized seats and pillows are grand and contrast with more petite curvy sofas.

These core designs are being reinvented with a fabric collection inspired by land, sea and sky and reflect the blustery elements of the UK.

'Windswept blues, golden sands, rust, driftwood and eggshell turquoises are at once delicate and raw and earthy and rich. British wools are made fresh with light threads of metallic yarns and linen textures made warm with the addition of chenille to cosy into. Heritage herringbones are light in feel and colour and the addition of arty kilims are reminiscent of a life well travelled,' says Michelle White, Alexander and James brand director.

The leather library expands with the addition of more texture and charm mixed with metallic glamour.

The decadent Jean will get a new look and the bestselling Lawrence evolves for 2018.

'Love the fresh nature inspired shades in our latest fabric collections. Reminiscent of breezy walks, sandy shores and toasty evenings in on the inevitable cloud covered days: it's romantic and dreamy,' says White.

Visit: [www.alexanderandjamesofas.com](http://www.alexanderandjamesofas.com)



Modern chesterfields such as Henderson will have a new fabric collection



Laid back, super-easy living with Belushi

# Timelessness rules the way

Fogia wants to get away from the throwaway mentality with its quality furniture

Fogia's focus for its 2018 collection is on producing products sustainably.

'Fogia will continue to craft furniture in the way we feel is the most sustainable, reinforced by the philosophy that quality, product life and authenticity are key elements in creating sustainable products. We want to create quality design classics that last for generations,' says Marcus Huber, Fogia ceo.

With Mame, Luca Nichetto created an armchair with proportions that feel relaxed and uncompromising. 'For me, sustainability is about appreciating

quality and the look and feel of well thought through design and high quality materials. When consumers prioritise quality, we can get away from the throwaway mentality, which is better from an environmental perspective as people tend to think twice before getting rid of something of high quality,' he says.

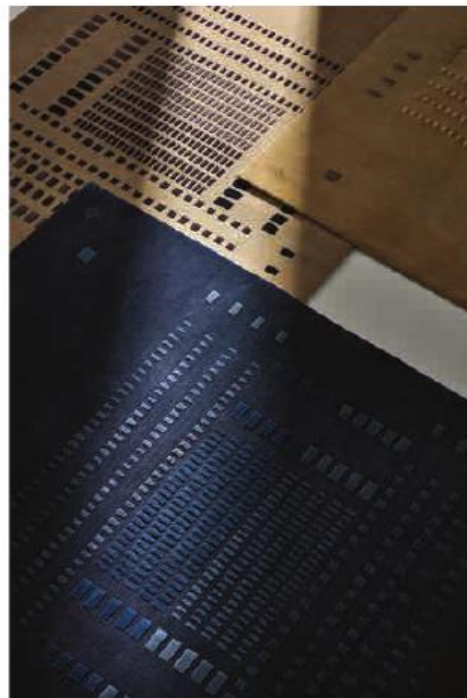
When designing the Myko chair, Stefan Borselius drew inspiration from clothes – a tailored suit that fits well and looks serious can also feel relaxed. 'I designed Myko with solidity and strength in mind. I also put a lot of work into pinning down

the optimal size for a chair that works well in many contexts and environments,' he says.

Persimon is Fogia's first lighting range. 'We were inspired by the hidden contents of the persimmon fruit, examining the contours of the fruit and exploring how to use glass as material to emulate fabric,' says Cristiano Pigazzini, Note Design Studio ceo.

For the Grande oak table, Note Design Studio drew inspiration from Japanese design and clean Scandinavian details.

Visit: [www.fogia.se](http://www.fogia.se)



**Clockwise from top left:** Nina Jobs created a lower height version of the Poppy pouffe; Nichetto's Print wool and bamboo silk rug is fundamentally monochromatic, with a recurring pattern in the same colour block. It is available in three patterns in grey scale, beige, red, green and blue; Mame; Bollo Spisolini: a dining chair version of 2016's Bollo, Persimon lighting and Grande table; Myko chair with the new desk version of the Big Sur coffee table



The background of the poster features a gradient from light blue at the top to orange at the bottom, with silhouettes of palm trees. The text is arranged in a clean, modern layout.

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# Quiet life

The right underlay can help reduce noise

Impact noise can be a problem in areas where hard flooring has been installed.

Tests have shown that in-room acoustics can worsen if inferior or lightweight underlays are used with hard flooring; putting a lightweight, air filled, cellular product under wood or laminate creates an echo chamber and more noise, whether it's generated by scraping furniture, footsteps or reverberation.

In response Interfloor now offers specialist underlays for laminate, engineered wood and LVT installations.

Interfloor's acoustic range includes bestselling sponge rubber Timbermate Excel, premium solution Silentfloor Gold, and underfloor heating and sound solution Heatflow for wood and laminate

that can reduce acoustic noise levels by up to 30%.

Timbermate Excel is a 3.6mm gauge high density resilient rubber underlay and top end Silentfloor Gold is a 4.2mm gauge high density resilient rubber underlay. Both feature Interfloor's VapourStop membrane to help prevent moisture, and branded backing to differentiate them from other products.

For installations where moisture is not an issue, Heatflow is a 3mm gauge, low 0.35tog rated solution for underfloor heating systems.

The company has a specialist collection of Duralay underlays and adhesives for LVT installations. They are quick to fit, easy to work with, and help reduce the risk of damage to flooring due to uneven sub-floors.

'Duralay LVT Multi-Fit Underlay can be fitted loose lay, single stick or double stick depending upon installation requirements and provides increased underfoot comfort and improved noise

reduction. It also provides an excellent sub-floor, masking minor surface imperfections, and helping prevent the overstraining of joints', says John Moodie, Interfloor national account manager.

Duralay LVT Low-Grab Underlay is a versatile solution to install 'click fit' LVT. Installation is quick, clean and simple; the underlay is loose-laid over the sub-floor or existing flooring, significantly reducing sub-floor preparation times, and the new flooring is positioned and pressed on to the underlay's unique low grab backing.

With Duralay LVT Dry-Back Underlay, the release film is peeled back to expose the adhesive, the new flooring is then positioned and pressed on to the underlay's unique high grab backing.

'It is always better to buy the right underlay to complement the choice of floorcovering and to maximise its performance according to its location,' says Moodie.

Visit: [www.interfloor.com](http://www.interfloor.com)



The Duralay underlays and adhesives are designed to make hard flooring installations even more comfortable



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## LIGHTING

Part of Natuzzi's Oceanographer collection by Marcel Wanders, Ding Dong is a collection of pendant, floor and table lamps shaped like bellflowers combining painted aluminium and white leather with saddle stitching. Visit: [www.natuzzi.com](http://www.natuzzi.com)



To mark the 100th anniversary of Achille Castiglioni's birth, Flos has released a new edition of the 1962 design Ventosa, with its suction pad on the end enabling it to be used on any smooth surface. Visit: [www.flos.com](http://www.flos.com)



# Illuminating

Whatever the fashion, there is a light to suit, here are some of the latest styles



Moooi's Iconic Eyes pendant lamp by Bernhard Dessecker is inspired by car headlights. The light's oval design is modern with a classic touch. It generates an ambient glow enhanced by bright rings of light and consists of numerous lenses and a constellation of LED lights and is produced in two sizes. Visit: [www.moooi.com](http://www.moooi.com)

Northern's Gear is a series of a floor lamp and two table lamps with rotating gears inside the base that lock into place with each adjustment of the light. The floor lamp extends dramatically forward to position the shade overhead, while the table lamps can be adjusted to illuminate the areas around them. The gears are adjusted manually, combining eye-catching style with hand-operated features. Visit: [www.northern.no](http://www.northern.no)

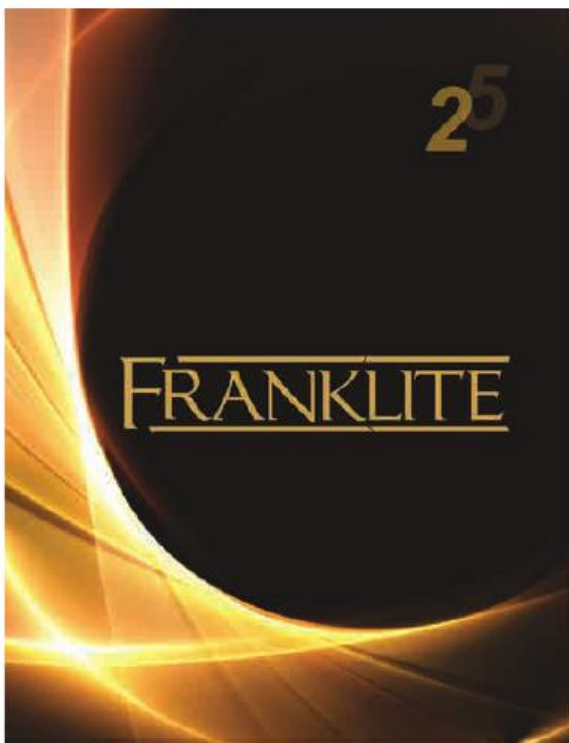


PHOTO: CHRIS TONNESEN



Reaction is among the lights included in Franklite's latest catalogue, its 25th. The company has designed, manufactured and distributed high quality lighting since 1973. The range offers fixtures for many different budgets and it strives to offer products that balance optimal performance and beautiful aesthetics. Visit: [www.franklite.net](http://www.franklite.net)

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[sales@franklite.ltd.uk](mailto:sales@franklite.ltd.uk)

# Knights of the floor

Karndean Designflooring has updated its entry level collection

Karndean Designflooring is introducing 15 contemporary designs to its Knight Tile collection including eight woods, three stones and four exclusive smaller plank designs.

As well as expanding its modern oak offering with light, neutral tones and statement slates, it is the first time the collection will feature Spotted Gum and Scandinavian Pine designs.

Inspired by Northern Scandinavian pine, all three designs – Natural Scandi Pine, Grey Scandi Pine and Washed Scandi Pine – feature the natural slow growing properties and tight grain found in Scandinavian pine. In-house product designers also selected complementary flowery boards from the same region to create a more balanced variation of planks.

Whereas Natural Scandi Pine offers a true likeness of the original design, typical of on-trend Scandinavian interiors, Grey Scandi Pine enhances the darker grain patterns, creating a twist on the classic neutral look, while Washed Scandi Pine brings a whitewashed effect for a crisp finish.

Looking to create something unique and distinctive away from the traditional Australian Spotted Gum, it has combined this design in its raw form with the Northern European and North American grey tones of choice. The result is a modern twist on a traditional design, aimed at those looking for a contemporary grey.

With the increasing trend to match designs room to room while open plan spaces and broken living areas are set to continue, Washed Scandi Pine, Grey Limed Oak, Pale Limed Oak and Lime Washed Oak in a new 18in x 3in small plank design have been added to Knight Tile. The new plank size can be placed alongside the matching 36in x 6in full length plank and laid in a herringbone or block design.

'We're thrilled to be updating our Knight Tile collection with new contemporary and characterful wood and stone options,' says Stella Coyle, Karndean Designflooring national retail

sales manager. 'Being our entry collection, Knight Tile is extremely versatile and popular with first time buyers, young families and multi-generation homes to name but a few. It's modern and allows home decorators to take on latest trends including Scandi, industrial and country style.'

The option of a smaller plank adds a

new visual element. For those looking for stone options, there are larger 18in x 12in stone options in three new slate designs. With a lifetime residential guarantee, the updated Knight Tile collection will be available from late May and feature 22 wood, four small wood and 16 stone designs.

Visit: [www.karndean.com](http://www.karndean.com)



Karndean Designflooring's Knight Tile Urban Spotted Gum KP141



Karndean Designflooring's Knight Tile Grey Limed Oak KP138



Karndean Designflooring's Knight Tile Washed Scandi Pine KP132 (with DS12 design strip)



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# Rebrand and deliver

Members can rebrand products and their store

Technology provides us all with an unlimited amount of information in our pockets every day. This can be used for our benefit or very much against us.

In the hands of a consumer who chooses to visit a retailer then find the same desired product cheaper online, the consequences can put the retailer out of business.

Most people use the Internet to compare prices but in the flooring marketplace there are important reasons why the consumer should use a competent, experienced retailer. This is not only for essential knowledgeable advice, but the reassurance that should they experience problems they have a reliable retailer to help.

More than 20 years ago buying group Metro came up with its own brand which took some of the most popular products and rebranded them Carpet 1st. This not only helped retailers create a more dedicated product presentation but also protected them from the now common issue of Internet comparison.

Many members have not only



Bespoke graphics being created in Metro's studio

rebranded as Carpet 1st but have also chosen to relabel all products in-store. This creates a more uniform product

presentation and protects vital margins essential for the independent retailer to provide the showroom, heat, light and experience a consumer needs.

To complement this Metro has launched a range of subsidised internal displays consisting of a two-part wall and lectern stand. They can be rebranded to whatever products the member wishes to use and are delivered and installed by Metro's marketing team who also create display graphics and product labelling.

The first set of displays was installed last month at Islandwide Carpets on the Isle of Wight with a number of members placing similar orders.

'Our ability to provide in-store displays for retailers with bespoke graphics allows members to once again develop their showrooms in the way that they choose to. As always Metro assists retailers to make a profit by offering not only highly competitive pricing but also bespoke marketing solutions in many shapes and forms,' says Steve Moralee of Metro's marketing team.

Visit: [www.carpet1st.co.uk](http://www.carpet1st.co.uk)



New two-part display stands at Islandwide Carpets



Carpet 1st iron-on label



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Being part of the UK's leading flooring buying group has many benefits that you will be able to measure in terms of extra profit.. **leaving you free to run your business your way.**

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Members deal direct with suppliers and choose who they deal with without interference from the Group.

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You have the choice to sell products using the original brand name and identity or as Carpet 1st giving you exclusivity in your area and protecting margins from online traders.

Whichever branded option you choose, they are the same products, the same prices and delivered through the same supply chain.

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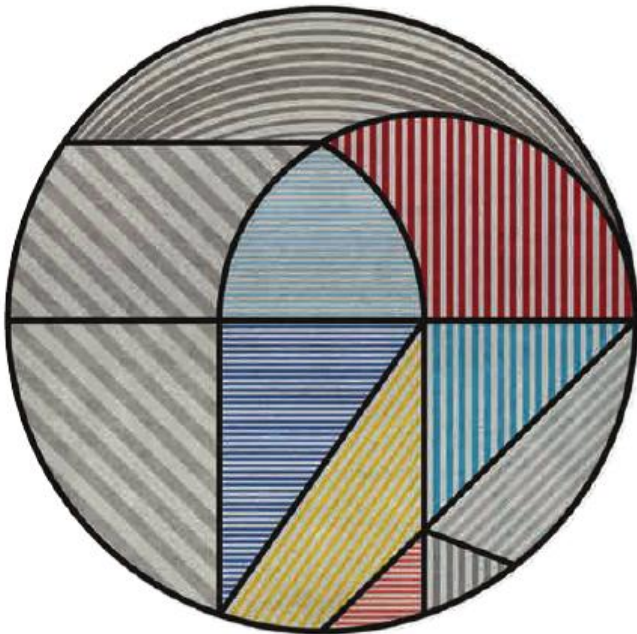


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## RUGS

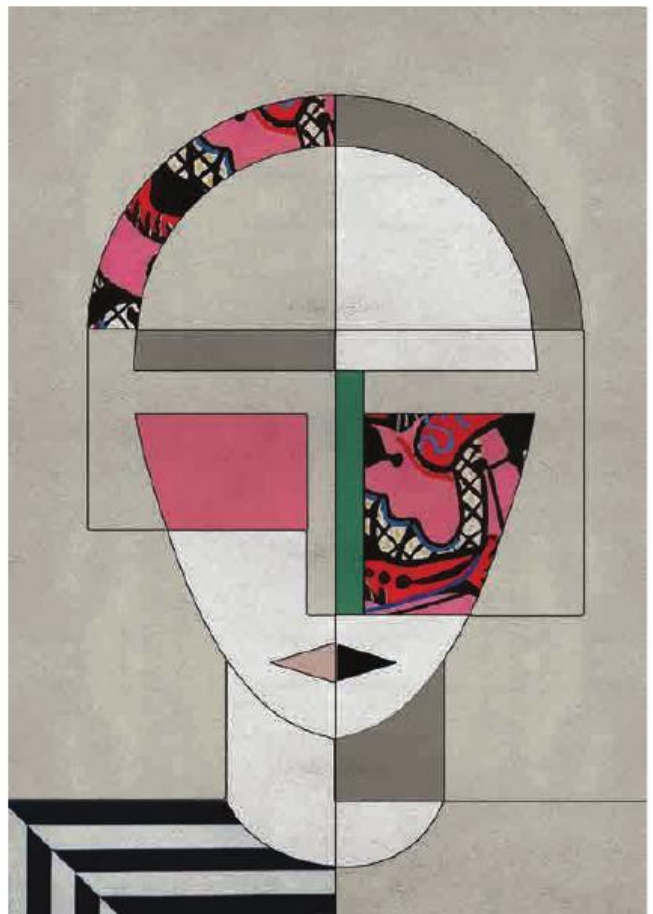


Pop style and geometry hold hands in Lola, a hand-tufted rug full of personality and dynamism, in which the design plays with the conjugation of straight lines and the round shape of the rug. Made with New Zealand wool and linen, the bold colours contrast with the mid century brown and grey, in an interesting combination of styles.

## Pop culture

If modern design is what you want, Rug Society's latest designs are up your street. Visit: [www.rugsociety.eu](http://www.rugsociety.eu) →→→

Metamorphic rocks are easily recognisable for their laminated structure, and it's precisely this characteristic that serves as inspiration for Xisto, a hand-tufted rug in botanical silk, mohair and New Zealand wool. Mixing different patterns in blue, yellow and grey, this unique rug will add dynamic colourfulness to any environment.



In a cubist language, Mira is the representation of Cleopatra, where life emerges in the form of colour, taking us on a journey through the communion of cultures and style. This rug, hand-tufted in botanical silk and mohair, deconstructs classic concepts with solid and simple plans, representing the influence of history in contemporary design.



Valencia is inspired by a summer trip to the Spanish city where the heat and vibrant colours dominate all your senses. Neutral tones are invaded by a warm yellow, creating a sense of comfort and a luxury design.



# The Noble & Stripes Collection

A classic 5/32<sup>nd</sup> cutpile, The Noble & Stripes Collection has been updated with brand new colours and a more elegant, narrower stripe than before. Available in 11 contemporary plain colours and three coordinating stripe colourways.

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## RUGS



With a graphism inspired by architecture pictures and buildings from the mid century, Susy plays with shadows and lights, in light and neutral colours to enhance the living room.



There are certain natural elements that show us how wonderful our planet is. Agatha characterises the beauty of minerals, portrayed by the soft touch of silk. The heart of an Agatha is meticulously drawn, in contrast with its exterior, which is shapeless and, sometimes, colourless.



In a cubist language, Oscar is the representation of the masculine canon in ancient Greece, where life emerges in the form of colour, taking us on a journey through the communion of cultures and style. This rug, hand-tufted in botanical silk and mohair, deconstructs classic concepts with solid and simple plans, representing the influence of history in contemporary design.



Architecture takes centre stage in West, where through shadow and light a graphic 3D effect is created. A hand-tufted rug made with botanical silk, mohair and New Zealand wool in shades of brown, bringing to mind the wood mobiliary from the mid century.

# KALEIDOSCOPE EXTRA



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## KALEIDOSCOPE

**Kaleidoscope** wool loop collection has been updated with extra contemporary stripes and plains. The new look carpet range, already renowned for its coordinating plains and stripes, now offers four neat level loop stylish plains with an additional 3 tonal striped designs.

Made from 100% Wool in a quality resilient 2 ply moth resistant yarn, **Kaleidoscope** new colour palette reflects today's trends with a mix of natural and grey shades such as Cool Grey and River Rock.

**Kaleidoscope** range comes in four metre wide that the stripes and the plains can be teamed together to accommodate the trend for a streamlined look in the home.

For further information please call **01827 831424**  
or visit **[www.kingsmeadcarpets.co.uk](http://www.kingsmeadcarpets.co.uk)**

Kingsmead Carpets, Relay Park, Relay Drive, Tamworth, Staffordshire. B77 5PR.

# Springtime favourite

Long Point returns this month

Twenty manufacturers will be taking part in the Spring Edition of Long Point later this month.

'Long Eaton has an enviable reputation for fine furniture, and is the ideal location for Long Point, where visitors will find an exciting and diverse range of furniture collections within the showrooms of our members and guests, maintaining our position as one of the premier trade exhibitions in the UK. A warm and friendly welcome awaits you at all locations,' says Andrew Mitchell, Long Eaton Guild chairman.

While the majority of exhibitors will be at Harrington Mills, there will be courtesy transport between showrooms, the train station and the Novotel hotel.

Visit: [www.longeatonguild.co.uk](http://www.longeatonguild.co.uk)



PHOTOGRAPH DAVE BEVIS

Harrington Mills will host many exhibitors

## Accommodation

The Guild has negotiated a special rate of £60 for a single room and £70 for a double room at the town's Novotel hotel on 13 May and £65 and £75 respectively on 14-16 May, including breakfast and parking. Telephone 024 770 2804 and quote Long Point Exhibition.



Cintique (**above**), Parker Knoll (**left**) and Wiemann (**below**) will be among the exhibitors





Left: Aris  
Below left: Artie  
Below right: Creative Coop



## Joint effort

China's largest retailer will help run the next edition

While the 41st edition of China International Furniture Fair Guangzhou saw almost 200,000 visitors, the talk of the opening day was dominated by the news that China's largest furniture retailer will jointly run the Shanghai edition of the show.

Red Star Macalline, which has annual sales of £1.1bn and profits of £452m, will run the 10-13 September event with organiser China Foreign Trade Guangzhou General Corporation.

A statement from the organiser says: 'A strategic cooperation agreement, by means of which Red Star Macalline has decided to focus on CIFF Shanghai, undertaking to bring new prestigious Chinese and international companies to involve excellent designers and the main dealers and players from all over China.'

'There are definitely enormous advantages associated with this cooperation between the world's largest furniture sector fair and the largest

national Chinese platform for home furniture and retail sales, with shops in all the major Chinese cities, and there will be a profound impact on China and on companies operating in the sector.'

Some 195,082 visitors attended the 18-21 and 28-31 March events which saw 4,100 exhibitors take part.

Apart from the increase in visitors, the key feature was the improvement by the companies that have undergone developments not simply in terms of quality and design, but also in how a product is conceived. A product is now considered as an element of a system, part of a collection that can furnish and make a real contribution to living and working well. Products that interpret a lifestyle, that can be easily customised for different markets and requirements.

The show gave life to luxury and accessibly-priced furniture, products with a Scandinavian touch, minimalist items with pure lines, and eclectic items.

The event raised the curtain for Witness the Pinnacle, the Pinnacle Awards Asia-Pacific Design Forum, created by the collaboration between CIFF and High Point Market, to demonstrate the strength of Chinese design and of Chinese products to the world. The official launch of the Pinnacle Awards Asia-Pacific 2018 was also announced, with the aim of identifying the best furnishing products in Asia and in the Pacific region.

The China Interiors & Decorations Conference 2018 revealed the current developments in the industry; and the Global Garden Lifestyle Festival 2018 integrated lifestyle, design experience and commercial activities to promote the outdoor furniture sector.

The Tmall Carnival Trendy Furniture Show 2018, saw a selection of products launched simultaneously on the ecommerce platform and at the show. Visit: [www.ciff.furniture](http://www.ciff.furniture)

REVIEW



Cattelan Italia's Wall Street desk offers plenty of storage space and has a Marmi ceramic top



Gallotti&Radice's Fiona is a modular sofa with capitonne detailing



Visionnaire's Backstage modular sofa has a woven leather external frame with satin-finish steel border and inserts matching the base



Brand Van Egmond founder William Brand initially created Eye Icicles for a five star hotel in Hamburg

# Putting on the glitz

Italy knows how to put on a show, here are highlights of what was on offer in Milan.

Visit: [www.salonemilano.it](http://www.salonemilano.it)



Lema's Alton has hand-woven leather strips to form the exterior



Bonaldo's Youniverse has no corners

Artifort's Figura is a highly customisable modular system, including different seat and arm heights with shelf and motion options



As is the norm, Baxter's upholstery was big, bold and willing to take on all corners



The wingback of Ritzwell's Beatrix cuts you off from your surroundings so that you can relax



Twils' èS is a collection of modular sofas with angled arms and textured quilted upholstery



Alias' Vina upholstery collection sees the aluminium frame as the design feature

REVIEW



The modular units of Molteni&C's Albert, by Vincent Van Duysen, come in two heights and several lengths while the depth of the seat can be varied

The back and armrests of Alivar's Horizon are slightly tilted for increased comfort

B-Line's Merano can be used inside and outdoors with its steel frame giving character



Marcel Wanders created two collections for Natuzzi, Furrow is part of the Agronomist collection



Onsa, by Mauro Lipparini for Walter Knoll, invites you in to relax



The modular Kim, by Ludovica and Roberto Palomba for Zanotta has optional headrest cushions



REVIEW

MDF Italia updated its Yale collection with Yale X, with the cushions visually apart from the frame while the coordinating low table uses the same frame as Yale X and Yale



The cushion-shaped elements of Softline's Invert are connected at an angle for an inviting look



de Sede's DS-610 can be upholstered in leather or fabric for indoor use and an outdoor fabric



Tacchini's Ritual is part of small rug collection based on the paintings of designer Umberto Biva



Novamobili's Rain bed has a walnut finished frame and two optional trays that attach to the large headboard to serve as side tables



Arflex's modular Tokio sofa is defined by generous proportions while the base of the Infinity coffee table forms the mathematical symbol of eternity, both designed by Claesson Koivisto Rune → → →

REVIEW

Seletti has continued its partnership with photographic magazine *Toiletpaper* by expanding its upholstery

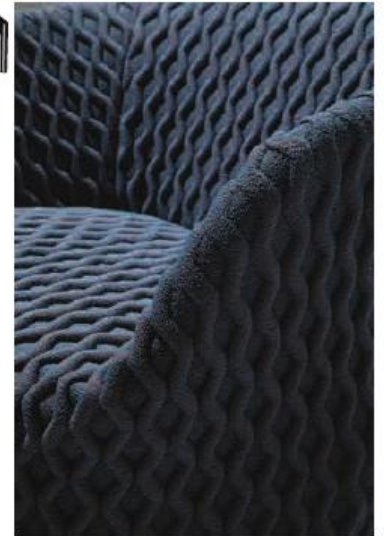


CC-Tapis' New Japan is characterised by a nocturnal colour palette. Various shades of indigo – spanning from a soft blue, to an ultramarine, to an almost black blue – mixed with the sandy tones of raw Himalayan wool.

Tenso is Kristalia's first sofa, with several options available thanks to its modular frame



Curling into a semi circle, Doimo Salotti's Clark has a leather back with optional capitonne and leather or fabric front



The fabric of Busnelli's Uma is processed and quilted for a 3D-effect



Edra's Stand By Me has two adjustable padded headboards



The cushions lose stiffness, the seating becomes deeper and the lines softened with Doshi Levien's take on Modernism for Moroso with Casa Modernista



Living Divani expanded Era, with the sofa's legs seeming to suspend the seat in mid air



Plank's Land, suitable for indoor and outdoors, gives the feeling of sitting in a sports car



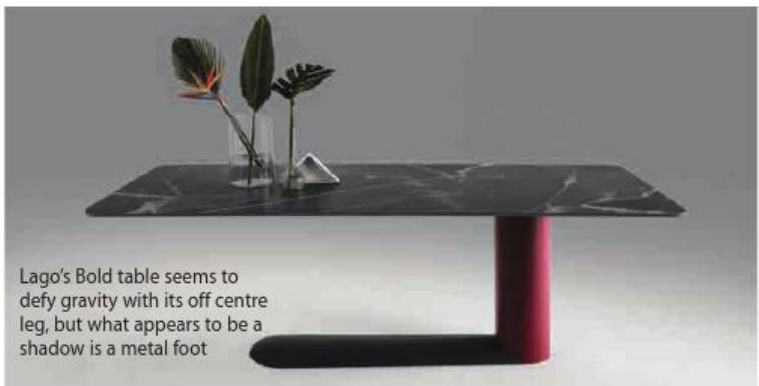
MisuraEmme's Moai coffee table is inspired by the statues of Easter Island



Unopiu introduced a version of Capri covered with polyolefin cord



Black Shadow is one of three wooden floors by Bert for Diesel Living



Lago's Bold table seems to defy gravity with its off centre leg, but what appears to be a shadow is a metal foot



During the opening ceremony of the show the eight winners of the Apricot Blossom Furniture Design Competition were announced

# Numbers keep on rising

VIFA-Expo enjoyed another increase in visitors

The Vietnam International Furniture & Home Accessories Fair (VIFA-Expo) saw visitor and overseas visitor numbers jump by almost a fifth for the 7-10 March exhibition in Saigon.

Total visitors rose 19.7% to 11,702 while overseas numbers increased by 17.9% to 4,522 from 88 countries.

The top represented countries in terms of visitors were: China (600), Korea (442), Australia (335), Japan (332), USA (295), Taiwan (261), Malaysia (137), and the UK (123).

Some 2,355 visitors attended for the first time. In the past decade visitor numbers have increased almost fourfold, reflecting the growth of the Vietnamese furniture industry in recent years.

Next year's show takes place from 6-9 March.

Visit: [www.vifafair.com](http://www.vifafair.com)



- The show took place at the Saigon Exhibition & Convention Center
- 392 exhibitors occupied 1,961 stands
- Overseas visitor numbers were up by 17.9%
- 2,355 visitors attended for the first time



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Fludes Carpets are looking for an experienced and successful Carpet and Flooring Manager for the long established store at Haywards Heath.

The successful applicant should have a thorough knowledge of the flooring trade and preferably have at least 5 years of experience of managing a carpet and flooring store. Duties will include managing, motivating and working with a team of very experienced staff to maintain high standards of customer service and satisfaction. You will be responsible for store and merchandise appearance and the achievement of sales targets.

The store has a separate warehouse which deals with receiving the stocks of goods for fitting by the various teams of fitters and the Manager will also have responsibility for this. The Manager will have direct involvement with the administration side of the store which will include daily and weekly administration and so a knowledge of excel, word and emails is essential.

Fludes Carpets are an established family firm and we try to ensure that our staff enjoy their work and feel a part of a successful team. The salary package includes basic, incentive commission and target bonus. In addition there is a pooled profit share bonus which is based on the companies trading profits each year.

If this is the job for you, please call Denise Wilson on 01273 515126 or send your CV to [denise@fludes-carpets.co.uk](mailto:denise@fludes-carpets.co.uk)



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They tell me the one with springs inside can be made in almost any shape or size. Sounds fun but I'm sitting pretty, pleased with this one.

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