

Agent-driven shows fulfil a vital part of the exhibition calendar, and the South West Furniture Show, set up only last year, is no exception. Steered by the South West Furniture Manufacturers' Agent & Representatives Federation (SWFMARF), the show provides the ideal venue for retailers and agents in the South-west of England to make contact.

Bringing new product to the South-west



The product on display will be a mix of UK-manufactured goods and wholesale and container products. Exhibitors include well-known names in the trade at varying levels of the market, such as Kettle Interiors, Wiseaction, JC & MP Smith, Heritage Furniture, Ancient Mariner and Celebrity Motion, plus many more.

The show is unique in its representation of suppliers in the south of the country. It provides retailers with a quiet, relaxing venue at which they can see, buy and invest in new product.

The SWFMARF organising body is led by: chairman Max South; secretary Andrew Lip; treasurer Steven Groves; past chairman John Hussey; and





“We firmly believe that the western areas can be a catalyst to help pull the country of the doldrums”

active policy members Roger Chappel and John Pilling.

Andrew Lip says: “There will be our usual plethora of show vans, supplied by makers who could not get booked quickly enough into the rapidly sold-out show.

“We firmly believe that the western areas can be a catalyst to help pull the country of the doldrums after a good holiday season, thereby helping manufacturers and suppliers maintain their jobs in other areas. After the last show, the general retailer response was very positive, with the reps and agents reporting good orders and many new accounts. We can only be positive from our show adventure, and believe we can provide a better showcase still.”

The South West Furniture Show takes place between 4-6th October at the Sedgemoor Auction Centre, North Petherton, Somerset – just off Junction 24 of the M5. The site has restaurant facilities, good lighting, and easy motorway access, and is a short distance away from visitors from the South-west, Wales, the Midlands and the eastern part of the M4 Corridor.

Check the federation’s agent website for more information, including manufacturer and agent details.
 W swfmarf.goods.officelive.com



Above: Jilly Wing collection, JC & MP Smith
 Left: Ancient Mariner



The South West Furniture Show 2011

Tuesday 4th October 9.30 to 19.30
 Wednesday 5th October 9.30 to 21.00
 Thursday 6th October 9.30 to 16.30

From junction 24 off the M5 follow signs to Bridgwater. At the first roundabout take the first exit towards North Petherton. After passing the 'compass Inn' on your left you will come to a set of traffic lights, take a left at the lights and follow the road past the wooden bull into our car park on the right where you will see a group of Show vans.

The Furniture Show entrance is at the end of the building at the rear of the Show Vans.

More information is available on our website
www.swfmarf.goods.officelive.com

The Sedgemoor Auction Centre Market
 Way North Petherton, Somerset, TA6 6DF

