



STAND AND DELIVER

Cabinet Maker speaks to the chairman of the South West Furniture Manufacturers Agents & Representatives Federation (SWFMARF), Patrick Gulliford, about this year's edition of the South West Show

Perhaps the most attention grabbing exercise of the last few weeks was claimed by the circus that is the English Premiership. Indeed, the nation's elite footballing institutions scrambled manically over the now passed deadline of the player transfer window – all lined with an obscene fistful of money.

The major representative from the South West of England, Southampton FC, veered against this popular grain and placed its house in order long before the ensuing madness, conducting all business in a preparatory manner and well before the much-hyped deadline hour.

And so, this trend seems to have extended towards the furnishing industry for that very same territory. The 2013 South West Furniture Show is all ready to open its doors for three days on Tuesday 17 September and plans are in place to make this year's edition the greatest yet.

"The demand for space from exhibitors at this year's event has been overwhelming," enthuses Patrick Gulliford, chairman of the SWFMARF.

"Feedback from exhibitors and visitors attending previous shows has been fantastic and we've done our utmost to ramp up our advertising of the show so that all the companies will receive the best exposure possible

within the South West furniture industry."

An intense amount of planning and thought has gone into this year's event – once again held at the Sedgemoor Auction Centre in Somerset – and that fact is instantly visible by the rearranged timing of the show. "We decided to move it a month earlier to September this year so that the event doesn't collide with any other conflicting industry show," says Patrick.

"It gives us something unique this time round and all customers can come safe in the knowledge that any product they buy will be on their shop floor long before the festive season."

As you could imagine, Cabinet Maker speaks to the independent retail sector on a regular basis and it was pretty evident that the industry's major summer trade event, the Manchester Furniture Show, was just too much of a stretch for some location-wise.

In response to this demand, the South West Show caters in providing a similarly crucial industry show for those who can't afford to lock their shops up for three days and head north.

"I'm privileged to have been appointed as chairman of the association and be in charge of the committee organising the show," continues Patrick.

"This show is vital to the



South West and the number of companies exhibiting here this year reflects that. It's a good feeling to give a bit back to the area that I've served during my career."

Over the past few weeks, the magazine has been inundated with stores eager to express that they will be attending the event and their delight at having such a show on their doorstep. Indeed, Three Rivers Furniture from Truro is taking its entire staff roster and "making a day of it", as owner Matthew Hurst put it.

So what have visitors got to look forward to at this year's edition?

"Alongside those with floor space, we'll be seeing a lot of companies bringing show vans filled with their respective products," reveals Patrick.

"Sherborne is launching new ranges and products exclusively for the show, as are a fair proportion of other businesses. There are also a number of firms making their debuts at the show and it is great to see companies like Kingstown Furniture and Charltons confirming their attendance. It just all highlights the opportunities available at this event."

Mini Divani, Core Products, Westbridge and Alstons are just some of the other names among the near 60 companies exhibiting.

In addition to this stellar and eclectic line-up, both the first and second days of the event will also extend its opening hours beyond the norm and well into the evening.

"I predict Wednesday will be a really busy day because the late hours will allow independents with little or no additional staff to come and visit the show," says Patrick, before concluding: "Trust me, we've done our very best to think of everything!"

Read on to find out what some of the exhibitors will be unveiling at this year's show.

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SHERBORNE

Sherborne, the British manufacturer of electric lift & rise recliners, is delighted to present its first range of electric adjustable beds. Using a specially developed new action, the new designs are backed by a five-year guarantee. These beds are available in five sizes from 2'6" to 6' and with a choice of four mattresses and two headboards.

www.sherborneupholstery.co.uk



ANCIENT MARINER

Ancient Mariner supplies an eclectic mix of handmade occasional furniture, leather chairs and accessories made from mango, mahogany and recycled teak.

www.ancientmarinerfurniture.co.uk



ALSTONS UPHOLSTERY

Alstons Upholstery is an award-winning family-run business and one of the leading upholstery manufacturers in the UK. Established in 1951, it has gained an enviable reputation for manufacturing great British furniture, with guaranteed deliveries and high quality back up service.

www.alstons.co.uk



ROSE BAY FURNITURE

Rose Bay Furniture has been established for over six years and has imported over one thousand containers in this time. Over this period it has adapted to the economic climate and the needs of its clients, offering both value for money and quality assured products.

www.rosebayfurniture.co.uk



CONTEMPO FURNITURE

Contempo design and manufacture British-made furniture for the living room, bedroom, dining room and even kids rooms. The company's ethos is to design and create innovative furniture that stands out from the imported crowd, by producing fresh new designs in order to stay a step ahead of the competition. All furniture is made to order and offers scope for customisation.

www.con-tempofurniture.co.uk



M.A. PLATT

M.A. Platt has been manufacturing in the UK for over 100 years and will be exhibiting its large range of occasional pieces. Available in teak, mahogany medium oak, and light oak, these British-made pieces will match many ranges that customers have bought previously and complement all new ranges.

roger_chappell_agency@yahoo.co.uk



WESTBRIDGE FURNITURE DESIGNS

Westbridge Furniture Designs Limited was established in 2004 with a clear vision to develop the finest furniture designs, manufactured in the highest quality materials to the exacting standards of the industry's leading craftsmen.

www.westbridgefurniture.com



KOZEESLEEP

Kozeesleep and Restus Beds have been manufacturing in Yorkshire for over 30 years. The companies cover the whole spectrum from budget offerings to pocket sprung luxury models. Latest ranges include latex, memory foam, anti-microbial and anti-odour sleep systems.

www.kozeesleep.co.uk



ROYAMS

Royams established its family business in 1980 having recognised the need for various types of seating. As a person's size, weight and height differs, so does mobility. Royams not only offers a variety of seating sizes, but has also become a specialist in both design and construction of furniture, which can provide mechanical assistance.

www.royams.net



FURMANAC

Furmanac is a family-run company and is the largest manufacturer of adjustable beds in the UK. The company is also a producer of made-to-measure, rise and recline chairs, which are available in a variety of styles and at extremely competitive prices. Its years of experience, combined with the finest quality materials, offer the customer rest, relaxation and rejuvenation.

www.furmanac.co.uk



KINGSTOWN FURNITURE

Kingstown Furniture will present its latest selection of bedroom and living furniture collections. Each range has been designed to provide customers with the greatest choice of value for money assembled bedroom furniture on the market. Whatever your customer's style, you will find a quality range to suit their needs.

www.kingstown.co.uk



ORIGINAL BEDSTEAD COMPANY

OBC crafts quality metal beds for discerning customers across the globe. Unlike many companies, OBC control every part of the development process, from the initial design through to final quality control, packaging and despatch.

www.obc-uk.net



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SHAKESPEARE BEDS

Shakespeare Beds and Kozee Sleep (Midlands) have been supplying retailers throughout the UK and abroad for decades from their premises in Birmingham. Their products range from open coil to hand side-stitched pocketed mattresses and are produced by experienced craftsmen with the the latest technology and advanced materials.

www.shakespearebeds.co.uk



YEOMAN UPHOLSTERY

Yeoman Upholstery remains an independantly-owned upholstery manufacturer supplying the retail trade nationwide. A caring family business which spans four generations, its reputation has been built upon an unswerving commitment to quality, exacting standards and traditional craftsmanship.

www.yeomanupholstery.co.uk



MAGNIFEX

Magniflex is part of Gruppo Magni, Italy's largest mattress manufacturer. Its main ethos is to be a responsible supplier as an environmentally-friendly company and provide products which have as little impact as possible on the environment.

www.magniflex.com



RELAXSAN

Relaxsan is part of Gruppo Magni, Italy's largest mattress manufacturer. It produces a wide range of mattresses and accessories for sleeping and distributes to over 80 countries worldwide. The company has a 335,000sq ft factory and produces 10,000 mattresses per day.

www.relaxsanmagniflex.com



MISSANA COLLECTION

Missana Collection is a family-owned and operated business that can supply handmade personalised items of high quality to meet clients' individual needs and desires. Since its beginning, Missana has been involved with contemporary style with a timeless and eclectic design, working with designers from around the world.

charlesworth.j@sky.com



BRITANNIA MIRRORS

Britannia Mirrors Ltd has been established for over 20 years and still remains a family-run business. Britannia Mirrors Ltd offers one of the most comprehensive range of quality framed and unframed mirrors in the industry.

www.britanniamirrorsltd.co.uk



XYZ

XYZ is a leading supplier of tub and occasional chairs in the UK, offering a large range from stock as well as making a selected range in customers' own fabrics. The business has continued to show growth in the challenging marketplace, last year alone showing a growth of 23%.

www.xyzagencies.co.uk



KJV FURNITURE

KJV Furniture is an upholstery wholesale business set up by Kevin France. Kevin has commissioned a local manufacturer to produce an exclusive range of transitional and traditional upholstery at competitive prices. He has combined this with an exciting range of imported leather recliner models to offer a one-stop solution to the independent retailer.

www.kjv-furniture.co.uk



THE COTSWOLD CHAIR CO

The Cotswold Chair Co. provides British-made comfortable upholstery with a traditional taste. It has a wide range of fixed chairs, recliners and lift and rise chairs with a choice of wood finishes and the option of foam or pocket sprung seats. Together with our top grade fabrics, Cotswold can provide a complete upholstery collection.

www.cotswoldco.com



THE OLD ENGLISH BED COMPANY

The Old English Bed Company is enjoying considerable success with its range of traditional hand-side stitched beds, adjustable beds, headboards and innovative ottoman storage bases. The company offers special sizes and a unique own-branding solution to help maintain retailers' margins.

www.oldenglishbeddingcompany.co.uk



H & H COLLECTION

H & H Collection is pleased to announce the introduction of a new range of crystal lamps that will be on show at the event.

www.hhcollections.co.uk



SMART TRADING MIRRORS

Smart Trading Mirrors is a manufacturer of wall hung mirrors in pine and oak as well as Farrow and Ball painted finishes.

www.smart-trading.co.uk



GLOBAL FURNITURE ALLIANCE



HEREFORD



GFA are keen to introduce the eye catching Hereford to their real leather recliner range. The Hereford is a substantial chair offering supreme comfort and support. Available in both a traditional cream and saddle brown leather, and complete with circular cherry finish base with a cover match insert. Boasting a detailed padded back and headrest for ultimate relaxation and an easily accessible adjustment knob to help you recline effortlessly into your preferred position, this model has all the features of 'high end' at a fraction of the cost.

For more information on our complete real leather recliner range please contact us on 01291 645080, email us at sales@gfa.uk.com or visit our website at www.gfa.uk.com



DREAMLAND BEDS

Dreamland Beds is based in the Midlands and is ideally suited for national distribution. Pictured above is the Aurora Bedstead in an antique brass.

www.dreamlandbeds.co.uk



CALL SALOTTI

Call Salotti is a manufacturer of fine quality Italian suites and offers a wide range of models available both in fabric and leather made for longevity and for the user's comfort.

www.callsalotti.it



JC & MP SMITH

JC & MP Smith is a family-owned and managed company that has been producing cottage suites, fireside chairs and show wood furniture for the UK market since 1960. It is constantly developing new designs to keep in line with customer requirements. Its complete range is designed, built and upholstered at the firm's factory in High Wycombe using the finest materials.

andrewjlip@msn.com



PJ & SIMMONYX

P J & Simonyx has been manufacturing in Yorkshire since 1986 and offers a complete range of crown veneered occasional furniture in mahogany, cherry and light oak. All products are ready assembled and delivered in seven to 10 days.

andrewjlip@msn.com



CWYF

CWYF International continues to rapidly expand its furniture import and wholesale business, specialising in furniture supplies to retailers both on the high street and online. An increasingly diverse customer focus has seen CWYF develop a fully integrated drop ship service with UK nationwide carrier networks, helping its clients, both large and small, service today's consumer market.

www.cwyfinternational.com



MINI DIVANI

Mini Divani is an Italian leather show wood suite manufacturer. Mini Divani can make any model in any combination in a choice of nine leather colours and nine wood colours. The company only uses genuine Italian hides.

www.minidivani.com



JR IMPORTS

JR Imports is a wholesaler from stock of leather and fabric sofas. The company quotes a four week maximum delivery lead time, so the retailer has no need to hold any stock and can quote their customers a speedy service. The business also specialises in direct containers at highly competitive prices through JR Direct.

m.dem@btinternet.com



HONEY B DESIGNS

Honey B Designs is very pleased to be able to bring its product ranges to the South West Show for the first time. Already established and well known throughout Ireland for its high standards and quality of its oak and pine furniture, Honey B will be launching new product lines at the show, namely the Buckingham Acacia range.

www.honeybdesigns.co.uk



GLOBAL FURNITURE DIRECT

Global Furniture Direct is a well established and very popular Devon-based wholesale company. Products are selected to suit most rooms and any budget. Global Furniture Direct prides itself on the high quality and standards that it has become known for.

www.globalfurnituredirect.co.uk



ANNAGHMORE

Annaghmore is launching its new Harvest Oak bedroom range at the South West Show. Elegant, stylish and affordable, the Harvest Oak bedroom collection offers outstanding value for money.

www.annaghmoreagencies.com



RESTWELL

Restwell is the furniture division of Drive Medical Ltd and has been formed to target the furniture retail market with its developing product portfolio. Restwell adheres to a production and distribution strategy that guarantees a superior product range and a level of service that's second to none.

www.restwellchairs.co.uk



MAGOWAN ORIGINALS

Magowan Originals is a progressive import and sales company. The business specialises in the supply of quality product ranges to the retail trade. All products supplied undergo strict quality control checks in the company's own factory to ensure that the very highest standards are achieved and maintained.

www.magowanoriginals.com



SIESTA BEDS

Siesta Beds has over 25 years of manufacturing experience in the UK. Building on the success of its Siesta Comfort and Quality Assured range of pocketed and open coil beds, as well as its reputation for value, service and flexibility, Siesta Beds is launching the Mayfair collection in 2013.

kevin.robertson1@hotmail.com



RAINBOW UPHOLSTERY

Rainbow Upholstery has a large range of products encompassing traditional and contemporary designs. From exclusive suites, Rainbow can cater for all tastes and pockets.

www.rainbowupholstery.co.uk



CORE PRODUCTS

Core Products aims to bring customers a selection of product ranges and constantly strive to improve and upgrade its existing products. All ranges offer value for money in these challenging times.

www.coreproducts.co.uk



JAVA LIVING

Java Living offers well priced high quality bedroom and dining furniture with a regular delivery service to the independent retailers across the UK. The company will be exhibiting its new Toulouse dining collection with its stylish curves and beautiful grain patterns along with more established ranges.

www.javaliving.com



CELEBRITY FURNITURE

Celebrity has been manufacturing quality furniture for over 25 years and is now one of the UK's leading manufacturers of rising/reclining chairs. The company now offers a range of recliners that are all made by fully trained upholsterers to the highest quality and performance standards at its Derbyshire factories.

www.celebrity-furniture.co.uk



CHARLTONS FURNITURE

Charltons distributes its collections of furniture all over the UK to selected stockists. It doesn't believe in supplying the cheapest product possible, but rather prefers to feel that the customer should experience a hassle free supply, where delivery is prompt, information is quick to come by, and the product brings a smile to customers' faces.

www.charltonsfurniture.co.uk



WINDSOR PINE

Windsor Pine and Oak Beds offers a fabulous range of pine and oak bed frames made in the UK. These are available in a choice of finishes in every imaginable size. The company services the South West every two weeks and bespoke services are available.

www.windsorpinebeds.co.uk



MOONRAKER BEDS

Moonraker Beds is a British bed manufacturer servicing the South West with a second to none service and quality range of divan sets and mattresses. The company offers a bespoke service and will personalise labels on display models to take away those internet blues.

www.moonrakerbeds.com



PHOENIX FURNITURE

Phoenix Furniture is a UK manufacturer of a large range of quality pine bedroom and living furniture in a large choice of stained and painted finishes. The company offers a bespoke service and is also a UK importer of the ever popular Siena Oak bedroom and living range.

www.phoenixwoodfurniture.co.uk



EXPOLINE

Expoline will be exhibiting the Denver collection, which is hand crafted and made to replicate the look of aged wood

johndaveysales@fsmail.net



HEALTHIPOSTURE

HealthiPosture designs and manufactures a complete range of beds, mattresses and headboards in quality materials and a range of sizes. The company is based in the Midlands and is ideally suited for national distribution.

www.healthiposture.co.uk

THE 2013 SOUTH WEST SHOW

The 2013 South West Furniture Show is held at The Sedgemoor Auction Centre Junction 24

Market Way, North Petherton Somerset, TA6 6DF

Tuesday 17th September
9.30am - 7.30pm

Wednesday 18th September
9.30am - 9.00pm

Thursday 19th September
9.30am - 4.30pm

<http://swfmarf.sharepoint.com/Pages/SouthWestFurnitureShow.aspx>