



Our Federation members organise a local event to ensure our retailers do not miss out on new launches and the latest innovations.

Our venue of choice is Sedgemoor Auction Centre, in North Petherton TA6 6DF. M5 Junction 24.

For its practical access & free parking.

"We look forward to welcoming you"

www.swfmarf.com



Confirmed Exhibitors

1st September

“We look forward to welcoming you”

Tuesday September 5th 9:30-18:30

Wednesday September 6th 9:30-19:30

Thursday September 7th 9:30-16:00

The Sedgemoor Auction Centre

North Petherton TA6 6DF



We look forward to showcasing our new model "Emelia" at the South West Show.

We believe a truly great sofa is attractive and comfortable and demands to be used every day: a sofa that is made for living.

Alstons has dedicated the last sixty years to manufacturing sofas that meet this ideal: sofas that are beautifully designed and upholstered, and built with expert skill from high quality materials.

*Our sofas are made to be more than just beautiful;
we make them to withstand all the demands of life.*

Perry Munns

☎ 07876 793 960

✉ perry.munns@alstons.co.uk



annaghmore

Anthony de Schoolmeester

☎ 07769 225 340

✉ adschooly@yahoo.com

www.annaghmoreagencies.com

ARCHIBOLD BECKERS
L O N D O N

Paul Thomas

☎ 07407 040 652

✉ paulthomasagencies@gmail.com

www.archiboldbeckers.co.uk

Annaghmore offer massive choice of highly commercial, quality ranges all competitively priced. We are showing a large number of new ranges as well as best-selling volume ranges.

Among the new launches is our Scandi occasional and dining range Carrington and Azzura our new sintered stone occasional and dining range. We are also exhibiting our new fully Italian manufactured upholstery collection from Apulia Italia Sofas

Please come to visit our stand we have ranges that offer you great margin opportunities from a family company you can trust!

Archibold Beckers are a family run business who are proud to be part of the ERB Group who are members of the **NBF**.

We have been manufacturing many high quality affordable products from our Beckers Mill factory for more than 42 years.

We use our own manufactured high quality spring units and combine them with the finest fillings and fabrics to produce products that we are proud to guarantee for many years of comfort.

Please come and visit us at the South West Show to see for yourself.



Chris Bland

☎ 07380 536 067

✉ chris.clbconsultancy@gmail.com

www.arc.pt

The company **ARC** was founded in 1971, in Rebordosa (near to Porto) by António da Rocha Carneiro, father of the current managers. He had a strong passion and knowledge for furniture and the dream of building its own company.

ARC is nowadays one of the Portuguese export companies acting in the furniture business, which is well recognized by its quality and design, not only in Portugal as well as in other countries.



Karen A Shapland

☎ 07776 061 784

✉ karen-anne-shapland@outlook.com

www.carterlewis.co.uk

For over a decade, **Carter and Lewis** have been at the cutting-edge of mattress technology, offering customers the perfect combination of the utmost in comfort and sophistication.

Better yet, at the highest levels, the company draws on expertise developed over almost half a century, with a focus on making the perfect sleeping experience affordable to everyone.

Carter and Lewis only work with the best craftsmanship, rooted in the highest standards of quality, as well as source their products from manufacturers who are committed to sustainability.



Celebrity have over 40 years' experience creating quality upholstered furniture and are one of the UK's leading manufacturers of rising/reclining chairs.

All **Celebrity** furniture comes with a 5-year peace of mind guarantee.

We are pleased to introduce our new innovative Cloud Zero 3 motor lift and tilt with individual seat tilt adjustment. This provides next-level comfort that is tailored to each individual's requirements. In addition, our new model Newstead, is an all-action suite with adjustable headrest and Lumbar support.

Dilwyn Waymouth

☎ 07908 746 813

✉ dwaymouth@celebrity-furniture.co.uk

www.celebrity-furniture.co.uk



Complete Colour was established in 1995.

We make framed prints and mirrors in our London workshop and supply Trade Customers with prints, mirrors, Liquid Art framed prints - as well as innovative LED lighting and colourful UK Sculptures.

Maud A Laine

☎ 07977 173 991

✉ MaisonandDecor@hotmail.com

www.completecolour.co.uk



Mike Batson

☎ 07808 294 397

✉ mike@konnectfurniture.co.uk

www.conform.se

Stay in your comfort zone – With a Scandinavian sense of form, unique functionality and craftsmanship made for decades of use, we create armchairs for those occasions when you deserve to take a step back. **Conform** - Sweden's leading producer of luxury reclining armchairs .



Mike Batson

☎ 07808 294 397

✉ mike@konnectfurniture.co.uk

www.furninova.com

We craft furniture for every moment in life, just as we did more than 30 years ago. Our company is based in Sweden surrounded by forests and lakes , as one of Scandinavia's leading furniture companies we specialise in producing , high quality sofas, armchairs beds and footstools, that not only look beautiful but contribute to a sustainable future



CONRAD BEDS

Paul Thomas

☎ 07407 040 652

✉ paulthomasagencies@gmail.com

www.archiboldbeckers.co.uk

CORNDELL

Gary Priday/Mike Priday

☎ 07968 112 403

✉ gary@priday.co.uk

www.globalhomegroup.com

Conrad Beds, we are more than just another furniture manufacturer we are true specialists of bespoke design.

In every single one of our products, from our bed frames and headboards to our divan ottomans, we strive to tailor each item to fit with a range of different individual needs. We take huge pride in our craft and our main focus is always on quality and innovation so we can deliver only the highest quality products that our customers can enjoy for a lifetime.

We also love to celebrate all things British, which is why all of our beds are produced right here in the UK

Corn dell is part of the Global Home Group who are a worldwide supplier of Oak and Painted cabinet furniture, which offers a wide selection of product ranges that are available from extensively stocked UK warehouses. All ranges are commercially proven with prices that are unmatched in the industry.

A selection of new/established ranges will be available to view on our large Artic sized show van where you can view all other ranges via a 60" interactive screen.

Generous discounts will be available for all new displays.

Additionally direct mixed containers are available for the larger client.



Mark Sadiq

☎ 07930 729 585

✉ mark.a.sadiq@gmail.com

www.cotswold-chairs.co.uk

Cotswold Chair Company proud manufacturers of handmade fireside chairs, matching Sofa's, Lift & Rise Recliner Chairs and general upholstery.

Available in a range of traditional and modern styles to suit all tastes, each piece being hand crafted to offer individual seating position for both comfort and style in a selection of high quality fabrics and vinyl.



Andy Gale

☎ 07789 657 197

✉ agaleagencies@icloud.com

EP Lighting is a stock wholesale lighting business, offering an unrivalled selection of top-quality lighting products, including an extensive array of captivating designs from the Danalight brand.

With a customer-centric approach and commitment to providing great product and great service, from start to finish.

EP Lighting, the go-to destination for those seeking superior lighting solutions to illuminate and enhance any space.

Meet Colin at the South West Show

Furniture agent, Colin Boyce – who represents Mattsons Beds, Furmanac, Sleepsense International and Enchanted House Beds, recently joined the South West Furniture Manufacturers, Agents and Reps Federation (SWFMARF) as its new member and will be at the 2023 September South West Furniture & Bed Show next month.

During the show, which takes place from Tuesday 5th September to Thursday 7th September at The Sedgemoor Auction Centre in North Petherton, Colin will be representing Sleepsense International, who are a one-stop-shop for pillows, duvets, throws, mattress protectors, toppers and electric blankets for major brands such as Sleepzeeze, Millbrook, Airsprung and Mammoth, as well as MiBed by Furmanac, while also revealing an exciting new venture with a well-established upholstery supplier.

Commenting ahead of the show, Colin revealed: "I'm excited to announce a new sofa supplier partnership. It's an existing supplier to a major brand that now wants to have its own direct customers. We are offering a genuine made to measure service, with each sofa offering bespoke sizes.

"This will be a de-branded solution, we will make bespoke swatches for each retail partner but we will also offer ideas and solutions for those who would like to major on using their own fabrics, helping retail staff to become interior designers and retail owners the opportunity to offer unique products, which will be fantastic for margin."

SWFMARF was established in 1992 to promote the sales of home



furnishing, covering furniture, beds and accessories, to trade customers in South West England and South Wales.

Headed up by agents Andrew Lip and John Pilling, the association – also supported by Sas Haines and Karen Shapland, is all set for the next South West Furniture & Bed Show. Upon

joining as a member, Colin, who has recently been named as Best Agent/Rep in South West England in the Big Furniture Awards 2023, added: "I recently joined the association and I'm really pleased to be included in this special group. Although I work nationally nowadays, the SW has been my traditional area for over 20 years and will always be my 'home ground', so it's really good to be part of SWFMARF and be able to take my regional agencies to the show.

"Andrew Lip and John Pilling lead the non-for-profit organisation and work tirelessly for our regional show, which I feel should be supported by everyone that works in our industry on the SW. Andrew and the team have been on the committee for many years and spend several hours a week, every week, without remuneration, in keeping a community spirit among all us agents that cover the SW. I'm delighted to be on board."

To arrange a meeting with Colin during the show, contact him on either 07876198938 or colin@thefurnitureandbedagent.com or www.thefurnitureandbedagent.com



Colin Boyce

☎ 07876 198 938

✉ colin@thefurnitureandbedagent.com

www.furmanacgroup.com



Andy Gale

☎ 07789 657 197

✉ agaleagencies@icloud.com

The Furmanac Group has maintained a unique position in the market where it cherishes a unique competitive edge.

Our pioneering innovative solutions designed and developed at our factory in UK prove to be testaments to the fact that our striving for attention to detail is intense and unhindered.

We have compiled a diversified portfolio of state-of-the-art quality bed product solutions designed for enhanced comfort and unrivalled utility.

Furnico is a long established UK manufacture of upholstery products.

With short delivery times, a well designed product and competitive prices, The **Furnico** brand allows you to make strong profit margins.

*Visit us at the South West Show
to see for yourself.*

Global Home

Gary Priday/Mike Priday

☎ 07968 112 403

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www.globalhomegroup.com

GRAFU
FURNITURE

Chris Bland

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www.grafu-baldai.lt

Global is a worldwide supplier of Oak and Painted cabinet furniture, which offers a wide selection of product ranges that are available from our extensively stocked UK warehouses. All ranges are commercially proven with prices that are unmatched in the industry.

A selection of new/established ranges will be available to view on our large Artic sized show van where you can view all other ranges via a 60" interactive screen.

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Additionally direct mixed containers are available for the larger client

JSC "**Grafu** baldai" is the furniture manufacturing company, successfully working for already 19th year and was recognized as one of the most successfully growing Lithuania companies in 2004-2008.

Today the company offers more than 30 different models of classic, modern, exclusive design and leather furniture for living or youngster's room, bedroom, office, hall or etc.

Meeting the growing needs of the customers "**Grafu** baldai" also executes individual orders and offers advice of a professional designer.



Sas Haines

☎ 07916 164 624

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www.homeofbeds.co.uk

JULIAN
BOWEN

Martin Deane

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✉ martin@julian-bowen.co.uk

www.julian-bowen.co.uk

Home of Beds are a Yorkshire based business with nearly 15 years of experience in the design and manufacturing of beds, mattresses and other bedroom furniture.

Our carefully crafted bedsteads take into account a number of styles, from classic to modern and simple to luxurious. The materials used have all been locally sourced from UK based suppliers, whether it's the wood for the bed frame or the diamantes for the headboard.

Our experts are skilled professionals with years of experience in bedstead design, meaning we are able to tailor our products to our customers desires.

Julian Bowen offers customers a seamless service throughout the supply chain from design to doorstep.

While recent years have seen enormous growth in the quantity and breadth of products offered, we remain true to the simple principles that have driven the business from inception and always aim to offer the very best in quality, style, durability and value for money across a wide range of price points and different styles to complement any home and setting.

Kristensen & Kristensen

Martin Demmer

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www.kristensen.com



Kelston House

International

Maud A Laine

☎ 07977 173 991

✉ MaisonandDecor@hotmail.com

www.kelstonhouse.com

In 1991 the Danish **Kristensen** family began retailing interior products. The passion for furniture grew through the years and in 2003 the family bought a factory in Lithuania. Since then **Kristensen & Kristensen** has grown several times and the production has been modernized to demand a sustainable and safe working environment.

Flexibility is a key part of our DNA and is present in all of our ranges. 90% of our products are custom made which means that we are able to meet our customers special wishes and create furniture in a unique size and look.

From a sustainable sourcing reaching far across Europe, **Kelston** over the last few decades has become a synonym for an exquisite eclectic selection!

From solid wood oak tables and dining chairs, to rattan accessories via traditional pieces or modern designs, **Kelston** is certain to fulfil any brief in a professional and timely manner

- ◆ No Minimum order
- ◆ 4 - 6 weeks delivery
- ◆ All items in stock

LEEMAR

UPHOLSTERY

Andrew Birkett

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www.leemarupholstery.co.uk

Leemar Upholstery, a seating upholstery specialist based in the heart of the Black Country.

Our sofa collection is developed for outstanding comfort, durability and also provide a classic design edge.

Our experienced team of expert upholsterers and dedicated developers makes any seating concept possible through premium upholstery.

Loren Williams

Andrew J Lip

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✉ andrewjlip@gmail.com

www.lorenwilliams.co.uk

Everyone's dreams are unique, just like everyone's sleep preferences. Our sleep experts have therefore designed each of our products to have their own characteristics and benefits – confident that there's something for everyone.

Loren Williams is for those who don't accept the status quo. It's for the ambitious, the innovators, trend-setters, the adventurous and above all else those who wake up ready to chase their dreams.

We will have Three New Mattresses on show as well as a New Pure Latex Pillow plus our best selling ranges.

**It's not long until the 2023 S·W·F·M·A·R·F
South West Furniture Show**



**With over 40 Exhibitors
showing their
latest products
you can't
afford
to miss it....**



MOONRAKER BEDS

Martin Weeks

 07701 098 619

 martin_weeks@yahoo.com

www.moonrakerbeds.com

Since **Moonraker Beds** inception in 2003, we have grown into onto the UK's leading independent mattress and bed suppliers. We hand craft our products in Wiltshire for our retail and contract clients across the UK and overseas.

We have explored virtually every available component to create a range to suit every preference for comfort and style. Our range takes advantage of new manufacturing technology whilst retaining a traditional hand tailoring technique.



We at **MLILY** understand the role that sleep plays in maintaining our physical and mental well-being.

Along with the production of our industry leading products, we also focus on the research and testing of all materials to ensure our products live up to the highest standards required to help provide you with the best sleep, time after time.

Our mission is to Improve people's deep sleep through the development and implementation of innovative technologies and quality materials across all our products.

David Joy

☎ 07980 870 208

✉ djoyagencies@aol.com

www.mlily.uk



David Coombes

☎ 07960 361 472

✉ dave.coombes15@yahoo.co.uk

www.rom1961.com

Upholstery manufacturer since 1961

For 60 years we have passionately designed and produced sofas for people.

We set high standards for our daily work by consistently questioning our product's added value, and by constantly developing even better solutions.

This way, we offer people comfortable, individual sofas of the latest generation – for the perfect living centre.

rom1961 – For more happy sofa moments.

ROADSHOW 2023

stops at the South West Furniture & Bed Show

September 5th to 7th, 2023

Sedgemoor Auction Centre, North Petherton



Contact our agent
dave.coombes@rom.be
for an appointment.

www.rom1961.com

rom 1961

David Coombes

☎ 07960 361 472



Martin Weeks

☎ 07701 098 619

✉ martin_weeks@yahoo.com

www.shankar.uk.com

At **Shankar** we pride ourselves on being one of the leading designers, importers and distributors of quality furniture in the UK.

We have worked hard to build a solid reputation within the furniture industry, not only for offering a quality product but also the highest standards in customer service.

This is why **Shankar** is now a recognised brand name when discerning customers are looking for their next furniture purchase.



Patrick Guilliford

☎ 07968 480 803

✉ patrick.gulliford@hotmail.co.uk

www.sherborneupholstery.co.uk

Sherborne will be showcasing their recently-relaunched Comfi-sit recliner/suite range in both fabric & leather, which is already proving to be a top-seller.

Also shown will be the new Cartmel & Cartmel Knuckle riser recliners with distinctive lateral support back cushions in addition to a supportive headroll.

***Sherborne** will be exhibiting some new products and special exclusive prices for this event.*

Anthony de Schoolmeester

☎ 07769 225 340

✉ adschooly@yahoo.com

www.siestabeds.co.uk

Siesta beds will be showing their bed collection once again at the South West show where they have enjoyed much success over the years offering a quick and speedy delivery.

Siesta beds will have some great offers, not only for the show, but ongoing throughout the year.

New models as well as their best sellers will be exhibited at the show for everyone to try.

Lizzie Robertson

☎ 07825 828 797

✉ robertson.lizzie@outlook.com

www.siestabeds.co.uk

sleepconcepts

Anthony de Schoolmeester

☎ 07769 225 340

✉ adschooly@yahoo.com

This will be our first time exhibiting at the South West Show and we are excited to bring a complete new look to our existing range as well as a brand new split-comfort option and a mattress targeted at Sports and Active people.

Lizzie Robertson

☎ 07825 828 797

✉ robertson.lizzie@outlook.com

Those who are familiar with the Sleep Concept proposition will know that there are 9 sleeping surface options, 3 pocketed spring counts and a "Plus" all foam option. These will now be presented in our new look zip-off covers.

We will also show our range of pillows and mattress protectors, all designed to increase the options and the revenue of our stockists.

sleepconcepts



Colin Boyce

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✉ colin@thefurnitureandbedagent.com

www.sleepsenseinternational.com

At **SleepSense International**, we specialise in helping brands and retailers develop and launch new product propositions within the bedding category. Our unique approach to outsourcing streamlines the entire process, making it more efficient and cost-effective.

As a third-party white label bedding company, we take care of everything from product development and sourcing to branding, packaging and shipping. Our goal is to help our clients bring their vision to life and reach their target audience with high-quality, innovative bedding products.



Mark Davidson

☎ 07813 088 330

✉ markdavidsonagencies@gmail.com

www.sirenfurniture.com

Based in Long Eaton, the traditional heartland of UK upholstery. **Siren** was established in 2000 as a designer and manufacturer of quality upholstered furniture for key independent retailers and retail groups.

Following a change of ownership in early 2021 the new management team has injected fresh energy and enthusiasm to develop and grow the business further.

We have a small, highly experienced UK-based team encompassing design, sales, quality compliance, operations, and customer service.

SMART OCCASIONAL

Martin Weeks

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www.smartoccasional.co.uk



Andrew J Lip

☎ 07836 728 607

✉ andrewjlip@gmail.com

www.sweet-homes.uk

Smart Trading has been in business since 2000 so we have built up a reputation for producing Quality products at sensible prices.

Initially the business started with 25 Oak products.

We have now grown that to about 40 adding both dining Tables chairs and then a Bedroom range.

Then this year we have taken the best-selling oak pieces and produced them in Cream painted with Oak tops. This new range has been received very well and is selling through.

Sweet Homes are a bedroom manufacturer based in Witton Birmingham.

We are a manufacturing company which opened in January 2021 and we specialise in ready assembled bedroom furniture.

Sweet Homes are rightfully proud of the excellent ranges of furniture we produce including wardrobes with Bi Folding doors, chest of drawers, bedside drawers, dressing tables plus a whole lot more.



Maud A Laine

 07977 173 991

 MaisonandDecor@hotmail.com

www.tajoma.es

Since 1988, in Tajoma we have the objective of offering maximum comfort and design with the guarantee of the best materials and confidence in our know-how.

We take care of every last detail with ergonomic solutions tailored to the needs of our time.

Elegant proposals with the character of curved wood and good upholstery that characterizes us.



David Bark

 07557 123 358

 davidbarkagencies@gmail.com

www.thefurnitureco.co.uk

The Furniture Company is a family owned UK Upholstery Manufacturer based in Lancashire, with over 30 years' experience in the industry.

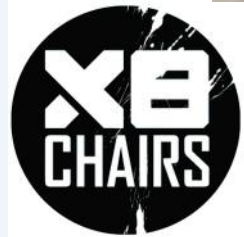
We will be exhibiting several fabric models including new introductions Stratford & Parma.

These stylish commercial designs combine quality and outstanding value.

All Models are available on an 8-10 week lead-time.



Kinross
Three Seat Sofa



Martin Demmer

☎ 07980 729 298

✉ m.dem@btinternet.com

www.x8chairs.com

X8 Chairs & Tables is a Portuguese furniture company, which bases its growth on the quality and constant innovation of its products and services.

Located in Lordelo, it is in the market since 2009.

For years we have studied styles, trends and images of furniture.

Since 2009, we have decided to bring together the best technicians in decoration, design and architecture to meet the current market needs.



WEST MIDLANDS

UPHOLSTERY LTD

SOFAS AND CHAIRS HANDMADE IN ENGLAND

Paul Stillman

☎ 07970 755 362

✉ p.d.stillman@btinternet.com

www.westmidsupholstery.co.uk

Lisa Smith

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✉ lisasmith93@hotmail.com

www.westmidsupholstery.co.uk

West Midlands Upholstery is at The South West Show, bringing some UK made, hand crafted upholstery from an independent family owned company in contemporary and traditional styles.

The range of models includes three excellent high back wing chairs with superb comfort and offered in standard and petite sizes. Contemporary models have been married with hard wearing stylish covers in plain, texture and check designs for broad appeal with an infinite back up of covers available to suit any taste.

All models are complemented with wood colour options for legs.

See where **West Midlands Upholstery** can fit into your upholstery offering for the future by visiting our stand at this year's South West Show.



WEST MIDLANDS

UPHOLSTERY LTD

SOFAS AND CHAIRS HANDMADE IN ENGLAND

Westbridge

Paul Howe

☎ 07867 510 601

✉ paul.howe@westbridgefurniture.com

www.westbridgefurniture.com



WINDSOR

Martin Weeks

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www.windsorpinebeds.co.uk

Westbridge Furniture Design operates out of four UK production sites occupying in excess of 450,000 square feet of production, design and office space, employing over 1300 people in the UK and also our dedicated cut and sew factory in Romania. We manufacture in excess of 10,000 pieces of upholstery per week.

Our unique made-to-order manufacturing capabilities ensure our **full product offer, which exceeds 150,000 different options**, is offered on a range of **lead-times between 1-6 weeks**, with on time **deliveries recorded above 99.7%**.

With a vast and diverse range of over 1200 fabrics and leathers widely sourced throughout Europe and Asia, our fabric stores will stock in excess of 300,000 metres of cover in readiness for quick and on time delivery.

Welcome to **Windsor Pine Beds & Furniture** where you will find a range of superior quality furniture. **Windsor Pine Beds & Furniture** has been designing and manufacturing high quality furniture for over two decades.

Our experience in furniture manufacturing provides you with continuity, craftsmanship and the finest quality.

We offer a stunning range of top quality Scandinavian Red-wood Pine and Solid Oak Beds and Furniture for a budget to suite your customer.

No Need to Preregister!

Just sign in at the entrance
and collect your SWFMARF
Pen & Refreshment Vouchers*

*Please use as many complimentary vouchers as you need,
just have a cup of tea, a snack or a full roast dinner!

If you require more Vouchers just ask a SWFMARF member.

Furniture & Bed Show

5th 6th 7th September 2023

Complimentary

£3.00 Voucher

S-W-F-M-A-R-F

SOUTH WEST FURNITURE MANUFACTURERS' AGENT AND REPRESENTATIVES FEDERATION

Est. 1992



S-W-F-M-A-R-F

SOUTH WEST FURNITURE MANUFACTURERS' AGENT AND REPRESENTATIVES FEDERATION

Est. 1992



Please take a
Bottle of Water
with our compliments

