

March/April/May 2018

# Upholsterer & Soft Furnisher



Upholstery Foam and  
Sundries, from the  
UK specialists



*The upholstery supplies specialists*

Contact us  
now for your  
**Free Edition 20**  
catalogue

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

E: [Sales@livedale.co.uk](mailto:Sales@livedale.co.uk)

T: 01942 825144

**Joan Milton**  
Heartfelt tributes and  
commemorations

**French Polish**  
The fascinating work of  
Armand Verdie

**FIRA's New Compliance  
Scheme for Upholstery**  
What you should know

INTRODUCING OUR SISTER COMPANY...



## SUB-CONTRACT

# CUSHION SERVICE



Don't have the time or inclination to answer all your customers' cushion requirements? Then why not let us do the work for you and **leave you to take a guaranteed profit – just for handling the order!**



**NEW OR RE-UPHOLSTERED CUSHIONS FOR ERCOL FURNITURE**



**PROFESSIONAL CUSHION REFILLING SERVICE INCLUDING FEATHER/FIBRE TO FOAM CONVERSION**



**MADE-TO-MEASURE PEW CUSHIONS, KNEELERS & ALTAR RAIL KNEELERS**



**BESPOKE OUTDOOR CUSHIONS USING 'RETICULATED' FOAM FOR ALL WEATHER USE**

**We offer our cushion service throughout the U.K.**



Block 11, Cater Business Park, Cater Road, Bishopsworth, Bristol BS13 7TW  
T: 0117 937 0172 E: [info@bristolupholstery.co.uk](mailto:info@bristolupholstery.co.uk)



**Visit our comprehensive website [www.bristolupholstery.co.uk](http://www.bristolupholstery.co.uk)**



# Upholsterer & Soft Furnisher

Northwest based Upholstery Foam and Sundries specialists Livedale, share (on page 24) how their focus on high quality product innovation and excellent customer service has brought them growth and success

## Livedale Foam and Sundries Ltd.

Tel: 01942 825144

E: sales@livedale.co.uk

www.livedale.co.uk



## Upholsterer & Soft Furnisher

### Editor:

Jan Turner, AKA PR

T: 01756 795374 F: 01756 798789

E: editorial@upholsterers.co.uk

Advertising Sales: 01732 441133

Published and Printed by Knockout Print

Principal House, Hop Pocket Lane, Paddock Wood, KENT TN12 6DQ

Registered in England no. 07263132

## Comment



## Jan Turner

Editor

The fascinating work of Armand Verdier is featured in the centre pages of this issue and I think many of you will find both the article and pictures of interest. Armand is the only UK-based teacher of the very different and distinct art of French upholstery.

His name has been on my radar for some time as he is clearly a highly regarded and eminent specialist in his field. Yet, interestingly, a common comment Armand gets from students is that they find that the French approach to upholstery quite simply 'makes sense'.

Judge for yourself when you read the article. But what clearly doesn't make sense to so many of us is the loss of Joan Milton (reported in our last issue). As you'll see from the heartfelt tributes carried on pages 7 and 12, she is sorely missed, not least by husband David Hayes who was with Joan for some 27 years. Despite feeling engulfed by his sense of loss, David plans to pay his own poignant tribute to Joan later this year when he hopes to lay a memorial stone in the Great Wall of China in Joan's honour – exactly a year to the day since she died (see page 6).

Many people will have their own memories of Joan and my own – for I had numerous dealings with her, particularly when first taking on editorship of this magazine – was of the time and dedication she put into ensuring both the survival of the association itself and this publication. During what was genuinely a time of crisis for the AMUSF, Joan in particular, felt that somehow the magazine's continued existence was closely allied to that of the association itself. Not only did she want to see it carry on but do so seamlessly – she felt if the magazine failed to appear 'as usual' it would represent something of a death knell for the wider organisation.

So continue it did – and nearly nine years later, its regular quarterly appearance remains a testimony to her determination in ensuring 'business as usual'.

Which brings me on to 'other business' – as usual. The launch of FIRA's new compliance scheme for the upholstery sector at the January Furniture Show is something members might wish to be aware of – so be sure to read page 10.

Finally – and yet again something closely associated with Joan Milton – we once more carry coverage of the winners of this year's Heico Design awards. Growing in prestige each year (and supported by the BFM for the second time), these annual awards never cease to amaze in terms of the inventiveness and sheer talent they showcase, year after year. See for yourself on pages 6 and 22.

In announcing the results, Joan, who was on the judging panel for most of the years in which the awards have so far run, said, quite genuinely each year "they get harder and harder to judge".

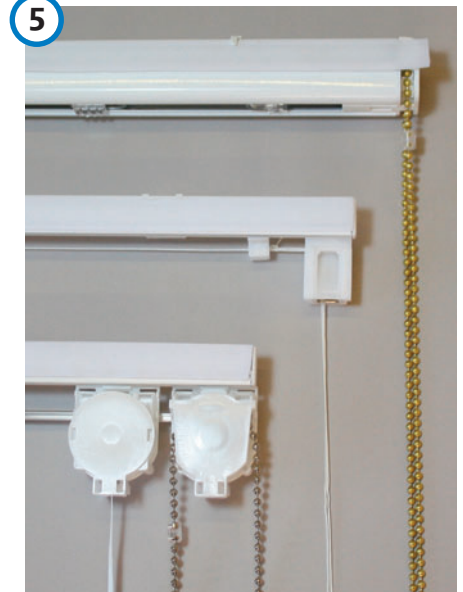
She wasn't wrong there. But, then again, Joan rarely was.

Until the next time....

Jan Turner

# Showcase

## 1 Webriders and Sinuweb



### 1. Livedale. Now Available – Webriders and Sinuweb - creating excellent sprung seating options

Webriders and Sinuweb provide countless possibilities for springing all types of furniture, both fixed and loose seats. Seating backs can also be effortlessly designed with various lumbar and head roll combinations. The Webriders allow sprung seating for various frames sizes to be made up in the workshop on new furniture or during a recover.

**Contact: Livedale Foam & Sundries, Unit D Enterprise Court, Seaman Way, Wigan, Lancs WN2 2AG  
T: 01942 825144 E: info@livedale.co.uk www.livedale.co.uk**

**2. Peter Cook International has increased their range of Queen Anne style legs.** Martin Cave, General Manager, explains more; "The Queen Anne range is produced here in the UK and has proven popular for us since we launched two years ago. We still felt there was room for improvement and took the decision to stock more sizes and fixing methods. We can now stain in a wider range of colours which customers are being very receptive to".

**Peter Cook International, Aneal Business Centre, Cross Green Approach, Leeds LS9 0SG.**

**Tel: 0113 235 1111 Email: sales@petercookint.com**

**Peter Cook International (Trentside), Unit 2 Acton Avenue, Off Fields Farm Road, Long Eaton NG10 1GA.**

**Tel: 0115 946 0006 Email: trentside@petercookint.com**

### 3. Beaulieu Fabrics contemporary upholstery

Established in the 1950's this Belgian producer specialises in weaving upholstery fabrics in dobby and jacquard weaves. The company has built up vast archives over the years, from which a highly skilled development team continuously create new collections.

**Head Office: Groenedreef 9 - B - 9770 Kruishoutem - Belgium**

**Tel.: +32 (0)9 338 12 11 - Fax: +32 (0)9 338 13 41**

**http://www.beaulieufabrics.be/ Contact: info.fabrics@b-int.be**

### 4. Lüks Kadlife

Supplying fabrics to furniture, home textiles and garment brands such as Ikea, Next, M&S, Zara, Vakko and Altinyıldız, which have evolved into major brands in the domestic and foreign markets, Lüks Kadife AŞ plans to emerge to the forefront also with the ability of finishes that go beyond various desired types of touch in the domestic and foreign markets though its machinery investment aimed to expand the finish capabilities, in addition to the planned extensions in its available production lines.

**Organize Sanayi Bölgesi 1. Cad. Sonu İnegöl - Bursa Turkey**

**(+90 224) 714 80 85**

**Maltepe Mahallesi General Ali Rıza Gürcan Cad. Eski Çırpıcı Sokak No: 2 Kat: 9 Mer ter - İstanbul Turkey**

**(+90 212) 481 57 81**

**5. Merrick & Day. Curtain-making products as used by professionals.** In fact, everything, except the fabric, to make professional looking curtains and Roman blinds. Order online or phone for next day delivery.

Free next day cutting service on all Merrick & Day Roman blind headrails. Fibreglass rods and flat bottom bars included when ordered with a headrail. Large or small orders. Trade and retail welcome.

**Merrick & Day Ltd Tel:01652 648814 www.merrick-day.com**

If you have a new product that you would like to be included in the next edition, just send in a high resolution image, 50 words of text and contact details to [advert@upholsterers.co.uk](mailto:advert@upholsterers.co.uk) - cost £99



## AMUSF Contacts

### Head Office

**Association General Manager: Richard Ranklin**

E: richard.ranklin@upholsterers.co.uk

**Administrative Assistant: Susan Tyler**

E: admin@upholsterers.co.uk

The Association of Master Upholsterers and Soft Furnishers Ltd, (AMUSF Ltd), The Clare Charity Centre, Wycombe Road, Saunderton, Bucks HP14 4BF

T: 01494 569120 E: enquiries@upholsterers.co.uk

Website: www.upholsterers.co.uk

### Branch Contacts

**Beds, Bucks, Herts and North London – Wendy Shorter**

T: 01727 824358 E: wendyshorterinteriors@gmail.com

**Hants & Dorset – Kevin Lee**

T: 01489 572108

**Kent – Davin White**

T: 020 8854 4402

**London – Wynne Gilham**

T: 01708 752333

**Surrey – Ron Mercure**

T: 020 8941 4521

## News

**6 & 7** AMUSF News Update and Branch Briefings

**8** Industry News

## Features

**12** Joan Milton Remembered

**14 & 15** Feature: French Polish

**16 & 17** MyDecozo

**18** Member Profile: De Winter Ltd

**20** Feature: Upholding Tradition

**22** Picture Special: Heico Design Award Winners

**24** Expert Advice: Stitching

**26** In the Hotseat: Gareth Reece

## Upholsterer's Business Insurance



Langton London Insurance Brokers is one of the leading providers of Business Insurance coverage for Upholsterers & Soft Furnishing in the UK. We are proud to be chosen as the Appointed Insurance Broker for the AMUSF. Our Exclusive scheme is underwritten by an A rated Insurer, who we have developed an excellent trading relationship with over the years which allows us to create exactly the right blend of covers to suit your requirements and can include Non Standard covers such as: Teacher Training, Log Cabins, Wood Burners, to name a few.

The volume business we place with them allows our clients to enjoy extremely competitive premiums and demands that in the unfortunate event of a claim we are able to negotiate a settlement promptly and fairly on your behalf. We cater for the small independent (working from home) operators, sole traders, partnerships to the larger companies.

**Please contact Tony Gutteridge on:**

**Direct Dial: 01737 305662**

**Email: [tony.gutteridge@langtonlondon.co.uk](mailto:tony.gutteridge@langtonlondon.co.uk)**

**Website: [www.langtonlondoninsurancebrokers.co.uk/schemes/upholsterers](http://www.langtonlondoninsurancebrokers.co.uk/schemes/upholsterers)**



**LANGTON LONDON**  
INSURANCE BROKERS LTD

Langton London Insurance Brokers Ltd is Authorised and Regulated by the Financial Conduct Authority

# Tributes and a trek to honour Joan

Tributes have been pouring in for Joan Milton, one of the AMUSF's greatest champions, following her death last October.



Following the news (reported in the last issue of U&SF) a number of AMUSF colleagues, friends and board members have paid tribute to Joan (see pages 7 and 12) who ran her own upholstery supplies business (J A Milton Upholstery Supplies) and AMUSF accredited training courses in upholstery. She also spent many years as the AMUSF's finance director.

Husband David Hayes is paying his own tribute to his late wife later this year by taking part in a Great Wall of China Trek in aid of Nightingale

Hospice in Wrexham where Joan spent her last few weeks.

Said David: "As with all hospices, the care and support Joan received motivated her to try and support Nightingale so others could benefit from the same care and attention that she received. That was typical of Joan – still thinking of others in her last few days.

"To that end we have opened a Trust Fund for Joan as she requested and the proceeds will go to Nightingale. I have also signed up for the hospice's Great Wall Trek which takes place

between October 19-27 this year. On the last day of the trek we help repair the Badaling section of the Great Wall. New bricks are carried up to this section and placed in the wall and we hope to place one in memory of Joan. This will be very poignant as she passed away in the early hours of 27 October 2017: so exactly one year later I will be placing a new brick in her honour at this World Heritage Site.

"In terms of her upholstery supplies business, Joan built a very strong company and fantastic team of staff who

know what the customers need and have committed to providing the same high quality service to them for many, many years to come.

"Finally I'd like to express my thanks to all those who kindly followed Joan's wishes and donated money to Nightingale in lieu of flowers at her funeral. We collected £1,264.07 which is very much appreciated - but the fund will remain open and more events will be arranged to try and raise further donations for the hospice to both keep Joan's memory alive and create a true legacy."

## HEARTFELT AWARDS

The ninth annual Heico Awards, held at The January Furniture Show, were dedicated to the late AMUSF former president and director Joan Milton in recognition of her involvement as both a founder and judge of the now prestigious annual design competition.

Ensuring that Joan will be further remembered going forward, the British Furniture Manufacturer's (BFM) award for the design most likely to be commercially viable, is to be known as the BFM Joan Milton Award. As BFM md Jackie Bazeley said: "The idea for this particular award – introduced last year – was Joan's and Heico and ourselves felt that naming it after her will go some way to holding her memory dear."

The awards presentation also saw one of Joan's last students, Rachel

Axnix take a runners' up prize for her chair design, the Elizabethan Knot Garden, which Rachel has dedicated to Joan's memory with 'For Joan' embroidered into the back panel.

Taking Joan's place on the judging panel this year was AMUSF manager Richard Ranklin who, along with fellow judges Penny Denton (Denton Drapes) and Pat Al-Farhan (Heico) found the standard of entries to be "an incredible array of thoughts and ideas". Four training centres entered the 2018 awards – Wendy Shorter Interiors, J A Milton, The Upholstery Skills Centre and London Met.



Rachel Axnix with her Elizabethan Knot Garden chair and (inset) the dedication 'For Joan'.

Said Stuart Elmy of Heico: "We have yet again seen some exceptional pieces as the awards continue to showcase the amazing talents and inventiveness of upholstery students using Heico decorative products."

Continued on p22



# A FOND FAREWELL

The funeral of the late Joan Milton – past president of the AMUSF, accomplished upholsterer, teacher and the businesswoman who established J A Milton Supplies – was held at Wrexham crematorium on November 17. Officiated by friend and colleague Roy Theobald, it was attended by more than 200 people, some from as far afield as America. Here are just some of the words that have been written about one of the AMUSF’s greatest champions.

## Wendy Shorter (AMUSF director of training)

When I was a student in the 1990s, my tutor, Ernie Spratling, introduced me to Joan and said that she was a rising star and someone to watch. So, when I joined the board of the AMUSF in 2007 it was a great pleasure to work with Joan.

Joan and I formed a wonderful working relationship, particularly in the years between 2009 and 2011 when the then CEO left the association. With premises in Wales and a falling membership, the financial situation was not good but with the hard work of Joan, our chairman Des Fanning, Bert Chapman and myself, we worked to consolidate the situation. I had many sleepless nights during that period and often took to drafting emails at 4am. One night I actually sent my email to Joan to get an immediate response because she too was having those sleepless nights.

Joan was an inspiration to so many and will be a hard act to follow. She inspired me, many of her colleagues and students and it is my pleasure to honour Joan’s wish for me to continue to help and assist her students whenever they need it.



2017 – Joan ‘The Past President’ – seen at the AMUSF 70th birthday celebrations – one of 10 past presidents pictured with the legendary Doris Fisher.

## George Mitchell (ex-chairman, British Furniture Manufacturers (BFM))

Although I had known Joan previously, it was in around 2010 that we had a meeting when she outlined the problems that the AMUSF was having at that time. She impressed me very much with her commitment to the members and her determination to keep the association going. Also she was one of the nicest and most genuine of people I had met within the industry. It was certainly these attributes that convinced me to recommend to the BFM board that we should help the AMUSF financially, and ensure the association’s future.

She will be sadly missed by her family, all her friends and associates.

## Des Fanning (past chairman of the AMUSF)

I had the pleasure of knowing Joan over many years. First, when I was with Glover Bros, as a supplier to her business, then by working with her for a number of years, initially as a fellow director on the AMUSF board and then after I became chairman. Latterly, Val and I had the even greater pleasure of counting Joan and Dave as friends.

Apart from Joan’s immeasurable contribution to the AMUSF, she was remarkably successful in the commercial world. She started her business from scratch and built it up into what it is today – a nationally recognised DIY supplier. This alone is a measure of Joan’s determination and skill.

But in addition, it would be hard to overstate her contribution to the AMUSF.

As a director, she was totally engaged in board discussions, making constructive suggestions at every meeting. She also served as president for two years and I believe was the most active holder of that title during my membership of the association. Every issue of the magazine carried a report of her visits to members or her attendance at various functions. When I became chairman, the association was in crisis and, as I have said many times before, without Joan’s support we could not have survived. She was tireless in striving to keep the show on the road and worked incessantly – I suspect to the detriment of her own business – towards that. Joan’s great strengths were her boundless energy, her practicality, and her remarkable networking skills. And we

should all be immensely grateful that she channelled these towards this organisation. It is a testament to the love she had for association and the pride she took in being a part of it. To name just a few of the achievements we can put down to her during my time as chairman are the new website we set up, the recruitment of our excellent finance director, Peter Hubbard, and the acquisition of the first – and life-saving – accommodation we had in High Wycombe.

Although Joan and I haven’t worked together for several years, I treasure the memory of our times at the coalface and mourn the loss of a remarkable lady. I am proud to have been her colleague and friend.

*More tributes can be found on p12*

### BFC urges government to conduct urgent research into fr claims

The British Furniture Confederation (BFC) has expressed disappointment at the lack of progress in government reforms to the flam regs following concerns about the effectiveness of the Furniture & Furnishings (Fire) (safety) Regulations 1988, as amended (FFFSR) along with flame retardant chemicals used in upholstered furniture and beds.

In a statement, the BFC said it has long been pressing government for reforms to the current legislation and standards, in order to simplify testing, iron out anomalies and improve compliance, while also helping to reduce the amount of fire retardant chemicals needed for compliance.

Said the statement: "It is extremely disappointing that no progress has been made in over a year, after the government announced it needed time to consider the many conflicting responses to its proposed changes to the current standards.

"In an effort to kickstart the process of much needed reform, the BFC submitted its own proposals in July, after consulting widely. We will be reiterating our call to address this increasingly contentious issue, especially in the light of more recent claims questioning the overall effectiveness of the standards and potential harm to health of FR chemicals."

Said AMUSF association manager Richard Ranklin: "The AMUSF supports the BFC in its endeavours to get clarity and movement from the government based on proper research into the use of chemicals whilst maintaining safety standards."

### FIESTA LAUNCHES DEDICATED WEBSITE

The Furniture and Interiors Education, Skills and Training Alliance (FIESTA) has launched a dedicated website – [www.fiestalearning.com](http://www.fiestalearning.com) – to support its mission of addressing education and training issues within the industry.

Launched in 2017, FIESTA is a new trade association made up of eight organisations that represent different sectors of the furniture and interiors industry. The new website features information for employers and people wishing to pursue a career in the industry, case studies, the latest news from the organisation and an events section.

Gary Baker, FIESTA chairman, said: "The UK has a thriving furniture and interiors sector with 8,000+ businesses employing over 250,000 and generating £11 billion to the UK's GDP. It is a design led industry that contains many world-beating businesses. For the sector to continue to grow it is essential that it carries on attracting the very best talent from school leavers and graduates to anyone looking for a fulfilling and varied career."

For more information about FIESTA, please go to [www.fiestalearning.com](http://www.fiestalearning.com).

## EXHIBITION ROUNDUP

### Reviews

● **Heimtextil ( Messe Frankfurt, January 9-12, 2018):** around 70,000 visitors from 135 countries experienced design innovations by 2,975 international exhibitors. Urban design in the context of architecture and the hotel industry became the top topic of the international trade fair for home and contract textiles.

● **The International Interiors Show (imm Cologne, Koelnmesse, January 15 – 21 2018):** Billed as 'the most important furnishing show in the world's most important furnishing market', imm Cologne this year attracted around 125,000 visitors from 138 countries to view 'the epicentre of the international furnishing and design world'. In addition to the product showcases, 'Das Haus' – a walk-in simulation of a home – was one of the trade fair highlights.

● **January Furniture Show (Birmingham NEC, January 21 – 24):** Once again in buoyant mood, the UK's largest furniture and interiors trade show hosted some 500 UK and international manufacturers and suppliers of furniture, soft furnishings and decorative accessories across the five main halls of the NEC. Winners of the Annual Furniture Awards were also announced with Tetrad winning the Living category; Wiemann the Bedroom category; Gallery Direct the Dining category; and Think Rugs the Décor category.

● **The London Fabric Show (Chelsea FC, Stamford Bridge, February 26 – 27 2018):** Hosted by the BFM, the show featured more than 35 high-end companies from Belgium, Turkey, Italy, Spain, Portugal and the UK. On show were latest designs and collections of everything from jacquards, wools, tweeds, silks, velvets, cottons, linens and chenilles, to the most up to date backing fabrics and FR coatings.

### Previews

● **Proposte (Villa Erba, Cernobbio, Lake Como, Italy, May 2 – 4):** The next 'world preview' of furnishing fabrics and curtains will again be held in the modern exhibition centre of Villa Erba in Cernobbio and in the picturesque Villa Antica. As in the last three years, the fair will also extend to adjacent locations including the International Observatory.

● **Spring Long Point Exhibition (Harrington Mill, Long Eaton, Nottinghamshire May 14 – 16):** The Long Eaton Guild will once again showcase the best of furniture made in the UK with ranges from Guild members and associates: David Gundry, David Knight, Duresta, Gascoigne, John Sankey, Iain James, Parker & Farr, Steed, Wade, Artistic.

● **Manchester Furniture Show (Manchester Central, July 15 – 17):** 2018 sees the first newly combined Manchester Furniture Show and Midpoint Furniture Exhibition event. Midpoint will retain its own identity and occupy the Charter Hall adjacent to the main hall of Manchester Central. Moving from its June dates and Solihull location, Midpoint will extend from its usual two to three days, in line with the Manchester Furniture Show's July dates.





BCFA Member

# Flavoursome Furniture from Furnital

Established since 1984, Furnital Ltd have been supplying the trade with predominantly raw-unfinished chair frames ranging from the small interior designers, architects and contract furnishers.

We offer an extensive range of raw un-finished dining chairs, carvers, armchairs, bar stools and tables and all the products are carefully selected and produced to the highest specifications, ensuring that you come to love them as much as we do!

NEW CATALOGUE AVAILABLE

If you are looking for craftsmanship and quality coupled with good price then contact us immediately.

Furnital Limited,  
Units 6-8 Trinity Centre,  
Park Farm Estate, Wellingsborough,  
Northants NN8 6ZB  
Tel: 01933 400084  
e-mail: sales@furnital.com

# Furnital



Visit our website [www.furnital.com](http://www.furnital.com)

follow us on **twitter**

Find us on **Facebook**



# REASSURINGLY COMPLIANT

The wider furnishings sector is making clear efforts to offer both trade and consumer customers greater reassurance in its products with two new compliance initiatives launched at the January Furniture Show. U&SF reports on the two new schemes – the one unveiled by FIRA being of particular significance for the upholstery sector.

The furniture industry's annual showcase at Birmingham's NEC this year also played host to the launch of two new schemes designed, ultimately, to offer the consumer peace-of-mind when buying furniture or furnishings products. One – and most importantly for the upholstery sector – was the Furniture Industry Research Association's (FIRA) compliance scheme for the fire performance of upholstered furniture. The other – but just as much about being seen to raise standards – was the British Furniture Manufacturers (BFM) new Association Code of Practice.

Launching the FIRA initiative, director Phil Reynolds said the new compliance scheme had been developed in response to a series of high profile media and enforcement investigations which culminated in the BBC's 'Fake Britain' programme in 2014.

Said Phil: "Thirty years on from the introduction of the current Furniture & Furnishings (Fire) (Safety) Regulations, there is still widespread misunderstanding about the application of and means of compliance. Although the regulations are currently under review and the detail may change, the way in which companies can demonstrate compliance will not."



FIRA launches its new compliance scheme. Seen l-r: Phil Reynolds, Vicki Burch of Hertfordshire Trading Standards and Suzie Radcliffe-Hart, technical manager at FIRA

The scheme aims to offer reassurance that a manufacturer, retailer, upholsterer or supplier of upholstered furniture has suitable processes and procedures in place to demonstrate the necessary due diligence in order to ensure ongoing compliance with the FFRS.

It is open to manufacturers, retailers and upholsterers of any size who deal with upholstered products including chairs, sofas, stools, floor and scatter cushions and raw materials etc. There are no special requirements or criteria to join the scheme which is open to members and non-members of FIRA but there is a required third party audit which must be passed prior to gaining Certified Company status.

To offer further clarification, FIRA has entered into a Primary Authority Co-ordinated Partnership with Hertfordshire Trading Standards, so those who do take part in the scheme will be part of a regulated group and those eligible (producing/supplying indoor upholstered furniture for domestic use) will be able to benefit from Assured Advice.

Said AMUSF association manager

Richard Ranklin: "From our point of view, the rules on re-upholstery are more best practice than they are written down, so we are still exploring the initiative to see whether this would be something the association would join so that we can act as a 'conduit' of information for members."

Also keen to offer reassurance of compliance to retailers and consumers, the soft launch introduction of the BFM's Association Code of Practice will initially operate on a voluntary self-certification basis with independent audits being introduced further down the line. There are also plans for a consumer advertising campaign to support it later this year. Hand in hand with the new ACoP is a refresh of the Great British Furniture campaign and anyone signing up for the new initiative has automatic access to the supporting promotional material.

**For further information about the FIRA scheme visit [www.fira.co.uk/compliance](http://www.fira.co.uk/compliance) or to find out more about the BFM initiative visit [www.bfm.org.uk](http://www.bfm.org.uk)**





ALL YOU NEED TO CREATE  
THE BEAUTIFUL, THE BESPOKE AND THE ORIGINAL

# Nationwide Delivery Supplying Trade Prices

**0131 669 4455**

**sales@upholsterysupplier.co.uk**

**www.upholsterysupplier.co.uk**

36 West Telferton, Edinburgh EH7 6UL



FINE QUALITY  
FEATHER



*Trusted by upholsterers for 20 years*

- Fibre
- Duck Feather
- Feather & Down/Foam Core
- Feather (85%)/Down (15%)
- Down (51%)/Feather (49%)
- Pure Down

**Unit 1 Whitworth Road, Frome, Somerset BA11 4BY**

**Tel: 01373 451415**

**cushions@finequality.co.uk**

# Joan Milton Remembered

Continued from p7

## Richard W J Ranklin (association manager)

I first met Joan on the day I was interviewed for the job at the association. From that day forward, she supported and guided me through those early days as we consolidated our office in High Wycombe and got the association back on its feet. Without her wise counsel, gentle cajoling and friendship I would have struggled to understand the world of the craft upholsterer and soft furnisher as quickly as I hope I did. You could not fail to admire her passion for the craft, particularly training for the future, and her allegiance to the AMUSF.

When I look back at my career in the furniture sector there are very few people who I would list as mentors, but Joan would certainly be one. I feel privileged to have known her and to be able to have counted her both as a colleague and friend. We will all miss you Joan.



2009 – Joan The Team Player with colleagues at the Shrewsbury Show



2014 – Joan The Training Provider seen with students Alison Godfrey, Steve Franklin, Kate Weston, Jo Evans, Rose Turvey, Gill Taylor, Prue Murray and Zoe Salvidge

## Roy Theobald (fellow upholsterer, toastmaster and celebrant)

I first met Joan at the Torquay conference in Devon. We became friends and I was fortunate enough to act as toastmaster at her wedding to David Hayes, a lovely couple.

Joan did so much for the craft after being vetted by the late Bernard Taverner (a past president). The first thing he apparently told her was that he would “fail you – this is a man’s job”. But when Bernard arrived at Joan’s and saw the quality of the work and the way the workshop was laid out, his jaw was said to have dropped. He didn’t speak for a few minutes (rare for him) and then told her: “Lass I’ve seen enough, and I like what I see!” She was in – and he was also her friend and she joined the Midlands Branch with Bob Bishton, Peter Elkin, Peter Dale and others.

Joan was a pioneer and started up a very successful upholstery teaching school. Others followed. She broke the mold and started JA Milton Upholstery Supplies selling tools, fabrics, sundries, selling all over the world. Others followed.

She was on the AMU board and did so much work in her own time to save the AMU – and save it she did!

Joan Milton: wife, mother, sister, grandmother, upholsterer, freeman, fellow teacher, businesswoman, director, diplomat and most of all, my friend. Joan, you were a star on earth and I believe you’ll be a star in heaven.

Her funeral tells it all with 225-plus attending. It was standing room only for many, with people travelling from Somerset, Wales, Kent, Liverpool, Manchester, California USA, Scotland, Hampshire and many other places. Representatives from the AMU included the president Malcom Hopkins and also there were upholders from the Livery along with the clerk and committee from the Fellows, work colleagues and family and friends. An amazing lady. Rest in peace.

## Bob Bishton (Fellow of the Association of Master Upholsterers (FAMU))

My first meeting with Joan was when she joined the West Midland Branch of the then AMU. It was the start of a long and wonderful friendship and Joan’s contribution to the branch was immeasurable.

In terms of her input, she gave so much to us all by sharing her knowledge and in particular she listened to the problems of the members and often came up with a solution for them. I remember two in particular: the first was how to work out how much to charge for the work we did for our clientele. Joan went away from this meeting and must have spent a great deal of time

working out a solution. At the next meeting she put forward her strategy to overcome this in a way that suited all. Until the day I retired, I applied this method to all my workings out. The second problem she solved was how much to charge for foam, given that when you cut a sheet or make a cushion you will have waste. The formula she came up with worked so well that I, and others who used it, never lost money again on foam. To this day I owe her a great deal. I was able to return the favours when she was taken ill the first-time round by way of standing in for her at the two-day classes she ran. I was only

too pleased to be asked as I gained a great deal of pleasure from it while helping at the same time.

As we all know, without Joan’s input to the AMUSF in its hour of need, I personally doubt there would be an association as I know how much of her time she devoted to rescuing it. We all owe her a debt of gratitude for her determination and dedication to achieve this.

I have so many fond memories with Joan and of course Dave who stood by her throughout – and no doubt also gave a great deal of his own time so that Joan could achieve this goal.

I shall miss her immensely.





**10%  
off**

**all braids  
& sundry products  
for every  
AMUSF member**

Ring for a FREE Trimmings Brochure  
Ask about our FREE Sample Service

Upholstery braids sold by the metre or  
**BIG** discounts on full cards

**Tel: 01691 624023**

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



**euroflam**

**Total Textile Treatments:  
Flame Retarding, Water,  
Soil & Stain Resistant,  
Antibacterial, Sample  
Trials & Testing In-House**

*Contact:*

T: 02392594313

[sales@euroflam.co.uk](mailto:sales@euroflam.co.uk)

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

Unit G1, Hazleton Interchange  
Industrial Estate, Lakesmere Rd.,  
Horndean, Hants. PO8 9JU

# C. S. Osborne & Co

## #6750 PNEUMATIC DECORATIVE NAIL GUN



*Introductory Price £166.65 + VAT*

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

H Webber & Sons Ltd, 58 Dene Street, Dorking, Surrey, RH4 2DP

01306 740 433 - [sales@hwebber.co.uk](mailto:sales@hwebber.co.uk)





# FRENCH POLISH

He's the only UK based expert in French Upholstery – and as U&SF magazine discovered when we spoke to Armand Verdier – there's a fast growing interest in a technique that couldn't be more different to traditional English methods.

Everyone from hobbyists to seasoned professionals is lining up to learn more about French upholstery. And, according to Armand Verdier, who has been teaching it for the past four years, many people find the technique easier to learn than traditional English methods, because it quite simply 'makes sense'.

For while we English prefer our upholstered furniture to be soft and comfortable, the French focus more on durability and the finished look. The result is a completely different approach to upholstery.



"In French upholstery, the fillings are different, lots of the tools used are different and the stitching is different," said Armand. "The only thing the two have in common is springs – and even with those we don't lash them down in the same way."

Regarded by a number of experienced British colleagues as an 'upholsterer par excellence', Armand originally trained for three years in Le Havre in Normandy, France. This was followed by two years at the country's most renowned school of arts and crafts, the Ecole Boulle in Paris.



Sofa for two – front view

Closed





Armand at work



Sofa for two underway



webbing



Aerial view of armchair cushioning detail



Deep buttoned and braided armchair



Close up of stitching



Red carver chair



Sutherland piquage - armchair underway

commissions and working with antique dealers and designers. His speciality is traditional upholstery, mainly French.

He began teaching the subject in 2013, back where it all began a decade earlier, at Bucks New Uni. Since then he has shown some 50 to 60 leisure students and experienced professionals wanting to expand their skill base, the techniques involved in French upholstery.

Said Armand: "I think one of the reasons it has grown in popularity is simply because the techniques make sense to people – and the finished result looks so good."

When it comes to webbing, for example, while English upholstery techniques leave gaps between the webbing, the French approach is to leave no gaps at all and build a more solid 'platform' from which to build up the fillings. And whereas UK practitioners use straight needles for stitching, the French use a curved needle and a very different stitching method.

Said Armand: "In France it's more about ensuring the longevity of the chair and the finished result is quite a firm sit. In Britain it's all about comfort and a much softer fill is used."

The difference – particularly in the finished look – is one that more and more British would-be and practising upholsterers want to learn about and Armand's teaching base has expanded accordingly. He is now a visiting tutor at Alex Law's School of Upholstery in Kent and the newly established British School of Upholstered Furniture near Henley-on-Thames, Oxfordshire. He is also in talks with two other AMUSF accredited training centres and, in the longer term, planning to open his own teaching facility.

Said Armand: "It may be very different to English upholstery and 'easier' in the respect that the techniques are more easily understood, but it is still a highly skilled art and one which requires plenty of application and practice."

His tutor there, Laurent Lainé is the only other person teaching the art of French upholstery in the UK but he remains based in France and only comes over to teach twice a year at the Wooburn Craft School in Wooburn Green, Buckinghamshire.

After his formal training, Armand came to England to gain work experience with Buckinghamshire New University in High Wycombe. While there he was introduced to Angela Burgin, one of the country's leading experts in traditional upholstery, and spent the rest of his work experience learning through her guidance.

After returning to France to complete his exams, Armand came back to live in the UK in 2003. Now based in Cheddington in Buckinghamshire, where he has his own workshop, much of his time has been spent fulfilling private



## HELPFUL HINTS FROM

# MyDecozo

### The UK's largest soft furnishings forum looks at joining bonded blackout lining.

Many forum members use bonded blackout interlining in Roman blinds, placing the blackout layer against the back of the face fabric. This means the side turnings and hems can be herringbone stitched to the 'fleecy' interlining layer without piercing the blackout. After folding the face fabric around the bonded blackout, the lining with rod pockets is added to the back as usual.

One of our members kindly shared her excellent method for joining the bonded interlining for larger blinds. This is ideal when it can be railroaded so the join is

placed at the top or bottom of the blind away from the rod positions.

These instructions place the extra section at the bottom of the blind.

**Step 1:** Cut your blackout bonded interlining slightly longer and wider than your blind measurements. Cut your additional section to join on – it should be long enough to include a 2cm overlap in length. Allow slightly more than required overall in the width and drop – it will be trimmed back later. Lay the bottom edge of the main section so it's nearest to you,

gently pull about 2cm of the wadding away from the blackout lining across the width.

**Step 2:** Pin back the lifted wadding, pinning into the wadding only so that there are no holes made in the blackout. Add two lines of narrow double-sided sticky tape across the blackout layer.

**Step 3:** Place the additional section of bonded interlining on top of the double-sided tape lining, side down (ensuring it is level) and gently press to make sure it sticks all the way across the join.

**Step 4:** Fold the lifted wadding down over the additional section and press gently

# FILLING YOUR NEEDS

## FEATHER AND FIBRE UK LTD

MANUFACTURERS OF QUALITY FEATHER,  
FIBRE & FOAM CUSHION INNERS TO THE TRADE

UNIT 1-3 WINSTANLEY WAY, PIPPS HILL INDUSTRIAL ESTATE,  
BASILDON, ESSEX SS14 3BP

TEL: 01702 382790

FAX: 01702 382791

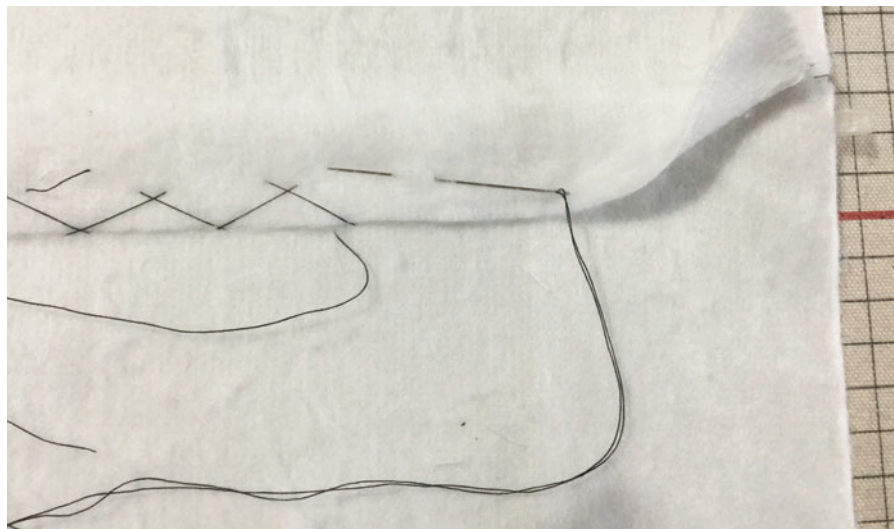
Website: [www.featherandfibre.com](http://www.featherandfibre.com)

Email: [info@featherandfibre.com](mailto:info@featherandfibre.com)

(this helps the double-sided tape stick the layers together).

**Step 5:** Measure and mark the finished width of your blind, carefully herringbone the join across this width through the interlining only so that the blackout is not pierced.

**Step 6:** Trim the bonded blackout to the size of your finished blind – most people choose to cut it to the blind's finished width and drop. Lay the blackout layer on the face fabric (blackout to rear of face fabric), neatly herringbone the bottom edge of the bonded interlining across the fabric hem fold (through interlining layer only). Some makers also herringbone the



top edge in place for extra 'hold', although this can also be achieved when securing the top fold of fabric to attach the Velcro. Turn the blind side hems over the bonded interlining and repeat the herringbone stitching.

Then follow your usual making method to add the lining and complete the blind.

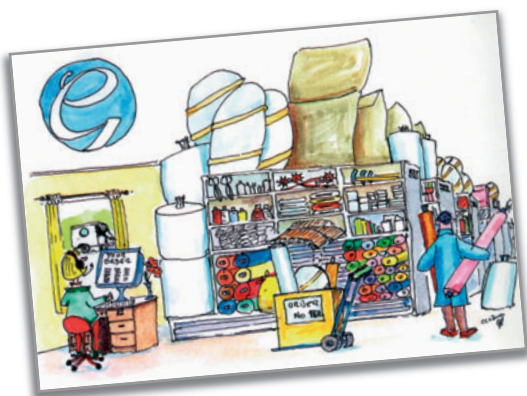
The complete post including photographs can be found in the 'Professional Tips & Techniques' section of the forum at [www.mydecozo.co.uk](http://www.mydecozo.co.uk)

High quality double-sided tape is available from the MyDecozo online shop <http://www.mydecozo.net/webshop/index.php/cPath/47>

# GLOVER BROS

*Suppliers to the Upholstery & Soft Furnishing Trades*

ESTABLISHED 1899



## NEXT DAY DELIVERY NATIONWIDE

- ⑦ Hundreds of upholstery and soft furnishing lines including foam, leather, trimmings and vinyl
- ⑦ Fabrics supplied include Robert Allen, Ross, Wemyss, Jim Dickens & Rioma.
- ⑦ Tracks & Poles by Blacksmith, Decotec, Integra, Riel Chyc, Silent Gliss & Speedy.
- ⑦ Own van delivery throughout the South West, and beyond by carrier.

*It's all on our website: [www.gloverbros.co.uk](http://www.gloverbros.co.uk)*

**PLEASE ASK FOR OUR FREE PRICE LIST**

Glover Bros Ltd., Broadgauge Business Park, Bishops Lydeard, Somerset TA4 3RU  
Tel: 01823 431910 Fax: 01823 431920 Email: [orders@gloverbros.co.uk](mailto:orders@gloverbros.co.uk)



## Member profile

# A WORD FROM DE WINTER

<b>Name</b>	Howard Berger
<b>Name of business</b>	De Winter Ltd
<b>When established</b>	1925 (a limited company since 1959)
<b>Owned by</b>	The de Winter family
<b>Location</b>	Notting Hill Gate
<b>Speciality</b>	All forms of soft furnishings
<b>Number employed</b>	Five plus a long serving group of 'outside workrooms' and fitters.



Howard and Antonia Berger, the directors of De Winter Ltd

### How long have you been doing your job?

For 37 years, before which I was a solicitor!

### How long did it take to really learn the skill?

Three years...but in this trade you never stop learning.

### What makes up the bulk of your work?

All manner of blinds, curtains and upholstery, in that order.

### What keeps you motivated?

Every day is different and each job and client has its own challenge.

### What aspect of your work do you most enjoy?

Dealing with people directly. Creating a rapport and trust is very enjoyable.

### Professionally, what is your greatest frustration?

Frustrations include online sales and blind companies' multitude of errors – fittings missing, size errors and generally faulty fabrics.

### Tell us about the most challenging project you have ever undertaken.

One of our most challenging projects was providing all the curtains and blinds for an entire embassy, with towers required for installation and weekend shifts.

### And the most unusual/bizarre/funny request you have ever dealt with?

Making an expensive faux fur bedcover and cushions for a gentleman in his 80s; and a set of expensive cushions for a prize dog.

### What are the most pressing issues currently facing your business?

The most pressing issue facing family firms is the public looking at all our selection of books and obtaining samples and then ordering online. Also rent and rates are becoming a major headache for many of us.

### How long have you been a member of the AMUSF and how important has this been to your business?

Our company has been a very long standing member of the AMU, going back to the early days. My late father-in-law, Benjamin de Winter, was the president for three years in the late 1970s to 1980.

### Professionally, who or where do you turn to for advice/ a second opinion?

I consult my wife Antonia.

### When you talk to a fellow upholsterer/ soft furnisher, the talk always turns to...?

Other upholsterers often moan about people who throw out perfectly good furniture only to replace it with inferior modern suites which have no longevity.

### How do you keep your skills and techniques updated?

I read trade journals to keep up to date.

### What is the single most important piece of advice you would give to someone starting out in this business?

To anyone starting out today I always say give of your best, be honest, always take a deposit and never be afraid to turn down a job. The job should be carried out to the highest of standards - never send out work that you yourself would not be happy with.

### Where do you see the future of the industry?

I think the creative and specialised aspect of our industry will always provide work as long as there are people with the skills out there who can do it.

### What has been your proudest professional moment?

Apart from the large jobs, it was being able to make up a dying client's needlepoint cushions in time for her to see and enjoy in the few remaining weeks she had left.

### Contact details:

Tel 020 7229 4949

Website [www.dewinterltd.co.uk](http://www.dewinterltd.co.uk)

Email [dewinterltd@yahoo.co.uk](mailto:dewinterltd@yahoo.co.uk)

IF YOU WOULD LIKE YOUR BUSINESS TO BE FEATURED ON THE MEMBER PROFILE PAGE, CONTACT EDITOR JAN TURNER AT [editorial@upholsterers.co.uk](mailto:editorial@upholsterers.co.uk)





Nestled in the valley of the Lys in the close proximity of "Preetjes Molen" (the only surviving flax dressing windmill in Europe), Green Street Fabrics with its roots in the flax and linen industry, is a boutique jacquard weaving mill, small enough to be flexible and large enough to satisfy customers with its personalised approach and service.

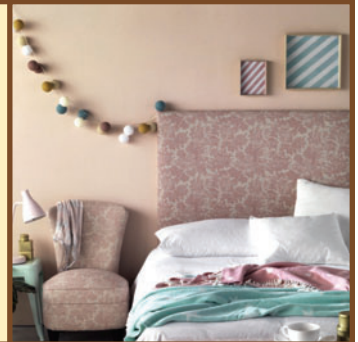


**Green Street Fabrics bvba**  
Groenestraat 24  
8501 – Heule Kortrijk  
Belgium

Contact person : Hein Beirlaen Email : [Hein@greenstreetfabrics.com](mailto:Hein@greenstreetfabrics.com)  
Phone : 0032 (0)56 37 14 89 Web : [www.greenstreetfabrics.com](http://www.greenstreetfabrics.com)

Endless ways of creating home, different ways of "Feeling at Home ". At GIRONES we have created varied collections of multiple stripes ranging from the simplicity of the stripes, geometric designs to the elegance of the vintage florals. We are convinced that our collection of fabrics will not only get your attention and be able to surprise you but also make you " Feel at Home "

P.I. L'Altet, nave 7, Carrer de l'Agrillent, 46870 Ontinyent, Valencia  
Telephone – UK: 01202-901130 Mobile: 07450 990969  
Main E-mail: <http://www.girones.co.uk/#contact>  
Web: <http://www.girones.co.uk/>  
UK contact: Javier Girones | Sales & Marketing  
[girones@girones.co.uk](mailto:girones@girones.co.uk)



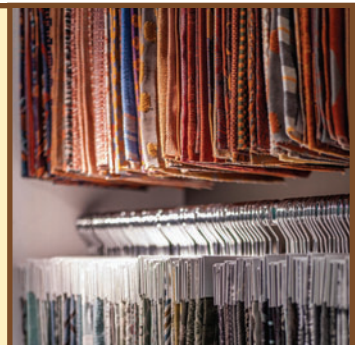
Celebrating 180 years of heritage & design, MOON are one of the last remaining vertical woollen mills left in Great Britain today. Controlling the entire manufacturing process from raw wool to finished piece, our luxury fabrics are both beautiful and durable in equal measure, completely at home whether it's for domestic, hotel, or contract use. New for 2017 is the lightweight Moorland II collection, as well as previews for our upcoming Metropolis range of fine Lambswool weaves.



**Netherfield Mills, Guiseley, Leeds, West Yorkshire, LS20 9PD**  
Tel: +44 (0)1943 873181 Fax: +44 (0)1943 870182  
<http://www.moons.co.uk>

imatex is a leading company in the production of jacquard fabrics sold all over the world. It is a large family company with solid foundations that allow it to develop fabrics with a high creative and technological content, also guaranteeing impeccable quality and service.

**imatex spa – jacquard weaving**  
via cadorna 33, 23895 nibionno, italy  
tel. +39 031 692.222 ra  
fax. +39 031 690.216 / 691.122  
web. [imatex@imatex.it](mailto:imatex@imatex.it)



Van Neder n.v. is the bespoke weaving mill of very fine upholstery fabrics. We offer superb jacquard velvets and flat weaves, always on track with the latest design trends. Our range is mainly focused on the domestic market, though we also offer fabrics for contract and outdoor. Our fabrics are widely esteemed and sold to editors, convertors and sofa manufacturers all over the world. At London Fabric, Van Neder n.v. will show viscose cut velvets, and polyester / acrylic chenille ranges.



**Domien Veysstraat 41, 8570 Anzegem, West-Vlaanderen, Belgium**  
Tel.: 32-56782610 Fax: 32-56782611  
Email: [info@vanneder.be](mailto:info@vanneder.be) Web: <http://www.vanneder.be>

# UPHOLDING TRADITION

The Worshipful Company of Upholders is one of the 110 livery companies in the City of London and is closely linked with the AMUSF. Jackie Williams, chairman of the Upholders' membership committee, looks back on its centuries of history and explains the benefits of becoming a member.

Many older livery companies, such as the Upholders, evolved from trade guilds which were established to provide an adequate supply of craftsmen, to regulate the quality of work produced, protect the rights of members and provide welfare. This prevented unlimited competition and ensured reasonable wages and conditions. Those who produced inferior work were sought out and punished.

'Upholder' is an archaic word for 'upholsterer'. One of the earliest mentions of an Upholder, Henry le Uphelder, was in 1258. By 1346 the Upholders were successfully petitioning the King for trade protection from shoddy goods imported from abroad. In 1360 recognition was received from the Crown, identifying the Company as a separate 'mystery' with its own ordinances or bylaws. In 1465, the Company was granted heraldic arms. A Royal Charter, granted by Charles I in 1626 was subsequently re-confirmed in 1668 by a charter from Charles II. The charter laid down standards of craftsmanship and gave enforcement powers to the Company which allowed it to search for improperly made goods to seize and destroy them.

In the past, Upholders undertook not just the manufacture and sale of upholstered goods, they were also interior designers, cabinet makers, undertakers, soft furnishers, auctioneers and valuers. Today, the company has around 50 liverymen who are involved in the soft furnishing and upholstery trades.

While much is made of the history of the Livery companies, they are still relevant today, with many of them supporting apprentices by providing scholarships and bursaries for those working within their trades. The Worshipful Company of Upholders is no exception and is proud to work with the AMUSF and Guild of



AMUSF member Roy Theobald demonstrates 'precision tacking' at Lincoln Heritage Skills Festival with Master of the Upholders Judy Tayler-Smith

Traditional Upholsterers to develop the crafts of upholstery and soft furnishings. Through the generosity of one member, the Livery will be presenting a new travel bursary in 2018 with further details expected to be announced later this Spring.

Becoming a liveryman is a great privilege but it also brings responsibilities. These include upholding the traditions of the livery companies and the City of London, and attending Common Hall at the Guildhall to elect the Sheriffs on Midsummer Day, and the Lord Mayor at Michaelmas. But it is also much more than that, with the opportunity to meet new people, strike up new friendships, and to raise money for charity. There are always plenty of events too – from the annual Masters Installation Dinner in April to a regular summer event (last year it was a tour of the Royal Hospital at Chelsea followed by afternoon tea) and our history

society visits to such places as the British Library and Smithsfield Market. Last year we also attended the Heritage Skills Festival at Lincoln Cathedral where AMUSF members joined with us to demonstrate traditional skills.

The Upholders does not have its own livery hall, something that is not necessarily a disadvantage since it gives its members the opportunity to dine in a variety of the wonderful livery halls in the city. Once a year, the Company dines at the Mansion House in the magnificent Egyptian Hall.

The Company is keen to encourage anyone involved in its crafts to become liverymen at preferential rates. Students and past students approved by the AMUSF or the Livery are invited to become Yeomen of the Livery.

• For more information please contact the clerk, Susan Nevard, at [clerk@upholders.co.uk](mailto:clerk@upholders.co.uk).





**Above:** Tavelmo weaving plant  
**Right:** Movelta offers a range of fabrics  
**Below:** Piece dyeing facilities are available



# From start **to** finish

Movelta provides textile solutions for upholstery

The Movelta Group is a vertically-integrated textile group with its own preparation, weaving, dyeing and finishing plants, run by the third generation of the founding family.

It offers a wide range of fabrics and exports upholstery fabrics across the world. Some fabrics are dual purpose and can be used for upholstery as well as for curtains.

Its Movelta subsidiary specialises in weaving velvets while Tavelmo specialises in flatwoven fabrics.

Waesland provides finishing treatments such as piece dyeing, tumbling, flame retardant finishes, Teflon finishes, Easy Clean finishes, not only for its own companies but also for external customers.

Devantex specialises in exclusive custom-made velvets for the high end market.

All treatments are done in-house in Movelta's 645,600sqft manufacturing facilities.



New and popular in finishes is the Easy Clean treatment, in which the fibres of the fabric are hardened at the molecular level so most stains cannot get through the treatment, allowing the stain to

be easily removed with water.

Movelta can also provide exclusive designs using in-house digital and transfer printing technology.

Visit: [www.movelta.be](http://www.movelta.be)



# Picture Special

Continued from p6

Heico award hopefuls are initially asked to submit their ideas for a design on paper but only selected entrants are then chosen to turn their idea into reality using a small size chair. The winners are chosen by judges from the finished pieces.

A student at Joan Milton's training centre since 2014 and under Joan's tutelage for her Diploma, Rachel Axnix's Elizabethan chair incorporated an appliqué formal garden design on the seat pad, a maze on the chair back done with Trapunto (Italian quilting) with a topiary garden represented around the side of the chair.

A previous winner and fellow runner up with her Dragon's Nest chair was Sue Blow of Wendy Shorter Interiors. Inspired by her small grandchildren's love of fairy stories and dragons, Sue's chair featured embroidery and appliqué with dragons sewn into the design and also tucked into pockets, ready to 'fly away'. Heico decorative jewelled and crystal nails were used to represent the dragons eggs with many contained within a nest featured on the back of the chair.

Winning the new BFM Joan Milton Award for the chair most suitable for going into production was Emily Bouzanne des Mazery of London Met who is studying for her stage 3 diploma. Emily's 'Ace of Hearts' chair was inspired by Heico's Ace of Hearts decorative nails which were featured around the side of the chair. It was crafted in red and white



Dragon's Den



Tilly Stokes with her winning chair



A fairy tale ending



Heartfelt award – the BFM Joan Milton award with winner Emily Bouzanne des Mazery, left, with BFM md Jackie Bazeley

velvet with a heart shaped, deep cushioned back. As part of her prize, the BFM will now seek a work placement/visit to member companies for Emily, in order for her to have a greater understanding of the production process and to explore the possibilities of putting her chair design into production.

Taking first place in the awards was Tilly Stokes, a stage 2 student with the Upholstery Skills Centre. Tilly's incredibly detailed Fairy Tale Chair cleverly flowed from a depiction of the Three Little Pigs

houses along one side of the chair with the straw of the last house trailing into the back of the chair where it was being spun into gold by Rumpelstiltskin. His golden threads then led into Rapunzels golden locks around the corner from which the Owl and the Pussycat made their appearance in a pea green boat. Tucked behind them was Red Riding Hood and the wolf.

The chair back was in the shape of Cinderella's pumpkin which also formed a decorative headboard for a fairy tale bed fit for a Sleeping Beauty or even the Princess and the Pea – with the pea found under the lift-up seat pad alongside a handcrafted fairy story puzzle book. Topped with a suitably fairy tale crown in gold coloured felt, the chair back was also home to a gilt framed mirror should Snow White's wicked stepmother wish to question who was the fairest of them all.

Said Tilly, who works in theatre as a stage manager: "I've always loved being creative and the competition represented a fantastic chance to really let my imagination run riot with a chair that could not only be used for telling fairy stories, but is one in itself – and can be used as somewhere for children to come up with their own."

Tilly wins an air compressor kit and staple gun prize from Heico while runners' up Rachel and Sue receive a Heico Staple gun. BFM winner Emily also received a Heico voucher to spend on supplies of her choice.



# ACT before you SCRATCH...



**Stroolmount – flooring and furniture protection experts, helping businesses with furniture and flooring solutions since 2007**

MOVING FURNITURE IS FRAUGHT WITH DANGER. GET IT WRONG AND YOU COULD SCRATCH FLOORS, PULL CARPETS OR FEEL YOUR FURNITURE'S JOINTS FATALLY LURCH.

You'll then fork out £1000s on repairs, replacements or insurance damage claims.

**STROOLMOUNT'S NIFTY AND THRIFTY FLOOR AND FURNITURE PROTECTION IS YOUR SIMPLE QUICK AND AFFORDABLE SOLUTION.**

Whether you're a manufacturer, retailer or in hospitality, you and your customers invest a fortune in fine quality furniture and flooring. So it makes sense to spend a few pence to protect it.

QUICKCLICK GLIDES. AWARD-WINNING INTERCHANGEABLE AND REPLACEMENT BASE GLIDES THAT CLICK TO FIT. EXCLUSIVE TO STROOLMOUNT IN THE UK.

5mm Self-adhesive felts from 1p each. They cushion floors from any heavy furniture.

Now only one person can easily move heavy furniture with Move it pads or across carpet with our Teflon style Furni-Glides.

**RADIATOR PIPE COVERS, SAFETY DOOR STOPS, SCRATCH REPAIR KITS... STROOLMOUNT'S SOLUTIONS HAVE SAVED THE DAY FOR A DECADE.**

**STROOLMOUNT ARE ACTIVELY SEEKING NEW STOCKISTS**  
see their innovative products, eye-catching Point-of-Sale,  
plus product videos at [www.stroolmount.co.uk](http://www.stroolmount.co.uk)

See us @

THE  
MANCHESTER  
FURNITURE SHOW

Stand A2  
15th -17th July 2018

FLOORINGSHOW

Stand M9  
16th-18th September 2018

VIEW PRODUCTS, POS, VIDEOS AND BECOME A STOCKIST .....

[www.stroolmount.co.uk](http://www.stroolmount.co.uk) • [info@stroolmount.co.uk](mailto:info@stroolmount.co.uk) • Call: 01942 271271

Stroolmount







The upholstery supplies specialists



Northwest based Upholstery Foam and Sundries supplier Livedale are celebrating 58 years in the business and are now one of the UK's leading suppliers to the upholstery market. Since moving to their brand-new premises in Enterprise Court, Wigan in May 2012, Livedale has seen dramatic growth from a regional supplier employing 11 people, to a now multi-million-pound supplier employing over 40 people.

From their 20,000 square feet premises, Livedale carry a large amount of stock with 99% of the products listed in their catalogue in stock all the time.

The company's Directors Ian, Sue & Matt have focused on widening their product range including manufacturers such as Ambla, Chieftain, Carpenter, Vitafoam, Enkev and Osborne, as well as their own high quality Livedale branded range.

Products are sourced internationally ensuring best quality at competitive prices. Recent additions include taking on Chieftain Distribution, a new exclusive

dual blade foam cutter & over 80 colours of bonded nylon thread available off the shelf, as well as an extended range of upholstery accessories & tools.

Livedale's customer base is diverse including the small upholsterer home worker to some of the UK's larger upholstery suppliers servicing high street restaurant and hotel chains, as well as the big-name household furniture suppliers.

Providing a personal customer service with super- fast nationwide delivery is key to the company's success as many clients require quick order turnaround. Their UK wide delivery network is serviced by a fleet of six 3.5 tonne bespoke designed vehicles adapted to maximise space, rather than weight requirements. Areas outside of the delivery route are serviced using selected reputable couriers.

Director Ian Potts says: "Our Customers don't always realise the size of our operation now as we have worked very hard to maintain the personalised service we have built our business on.

Our focus is about being innovative and creative with our product as well as developing a strong name and brand which is synonymous with high

quality and excellent customer service. It is this ethos that, we believe, has stimulated our growth and established our position today"



[Livedale has made substantial investment during the last six years to keep the expanding team well trained to provide the best levels of service plus an expanding product range that will meet the demands of a continuously competitive market place.]

**Contact details:**  
**Livedale Foam and Sundries Ltd.**  
**Unit D Enterprise Court**  
**Seaman Way,**  
**Wigan WN2 2AG**

**Tel: 01942 825144**  
**E: sales@livedale.co.uk**  
**www.livedale.co.uk**



# Cushion Supplier

BESPOKE CUSHION MANUFACTURERS



**Tel: 01702 482510**

**Fax: 01702 826789**

**Email: [enquiries@cushionsupplier.co.uk](mailto:enquiries@cushionsupplier.co.uk)**

**Bespoke cushion manufacturers to the  
upholstery and allied trades**

## **Fillings:**

- Reflex foam
- Feather wrapped foam cores
- DeQuilled feather
- Duck feather
- Feather/Down 90/10
- Feather/Down 49/51
- Quallofil fibre
- Wellmans fibre
- Hollow fibre
- Fibre wrapped foam cores
- Feather/Down 70/30
- 100% Down

**We are a family run business supplying cushion  
inners of all descriptions to the trade nationwide  
in all shapes and sizes.**



# IN THE HOTSEAT...

... WITH GARETH REES, CO-DIRECTOR AND A PRINCIPLE TUTOR AT THE BRITISH SCHOOL OF UPHOLSTERED FURNITURE

**How would classmates at school have described you?**

I honestly dread to think.

**And the teachers?**

"Could do better".

**How did you get into this business?**

I turned down offers from a couple of universities – I was just bored of the classroom. My father always said that an honest trade will always put money in your pocket and food on the table. One day I saw an advert and there you go.

**What would you class as your greatest achievement?**

With regard to work, then it's the school. I'm very proud of what Greg and I have achieved in such a short timeframe. We're getting great feedback from everyone. At home, my family, although I can't take credit for it really: that's down to my partner Emma.

**Your greatest regret?**

Things I have said without thinking. Sometimes a sincere apology doesn't put everything right.

**Who has been your greatest inspiration and why?**

Buck Rogers. Catapulted 500 years into the future with nothing but the spacesuit on his back. He totally owned that situation, no messing. You can always make something from nothing. Also, Colonel Wilma Deering was a childhood crush!

**When it comes to sport do you fall into the active or armchair camp? Football or rugby?**

Rugby every time day. Football bores the life out of me. I used to play a lot when younger but after taking it up again I broke my collarbone on my first game back. It was clear that I shouldn't/couldn't take the chance with work commitments. I wasn't the best anyhow, but I do miss it.



**Your perfect day?**

No phone, no computer, family, friends, garden and good food.

**What's the best thing about our industry?**

The fact that you can always learn new aspects about such a wide and varied trade on a daily basis.

**And the worst?**

The traditional work done in the last 60 or so years which I see when ripping up. The majority of it is substandard and botched. It is a good indicator of the skill levels of a craft in the nation. It saddens me.

**Your desert island disc?**

Ocean Rain by Echo and the Bunnymen.

**Is your glass half empty or half full?**

Both. Depends on the day and situation.

**If you weren't doing what you do now, what would you be doing?**

Something in the sciences.

**What would you change?**

Postman Pat. Seriously, the overuse of resources to deliver one parcel, it beggars belief.

**Tell me a secret.**

I have OCD and anxiety. It's particularly difficult sometimes. On the plus side, it helps me to be more understanding in the classroom to those with similar issues.

**What's in your living room?**

Toys, lots of toys (not mine), artwork by some post war British artists and my partner Emma, a television and some more toys.

**What winds you up?**

Indecisiveness over small things. And Ben, Postman Pat's manager – Pat can't take all the blame.

**What gives you the greatest satisfaction?**

Seeing the progression of students – from knowing nothing to producing good honest work. It's a joy.

**Doer or talker?**

I am an upholsterer and teacher so both are a necessity.

**Best piece of advice to someone starting out?**

Practice constantly. Get as much bench experience as physically possible and then some more. Don't take one single person's guidance as gospel.

Call us on 0113 235 1111 for a range of components and sundries



[www.petercookint.com](http://www.petercookint.com)  
[sales@petercookint.com](mailto:sales@petercookint.com)





Manchester  
**FURNITURE**  
SHOW

THE HOTTEST  
**FURNITURE SHOW**

THIS SUMMER

MANCHESTER CENTRAL  
**15-17 JULY 2018**

[manchesterfurnitureshow.com](http://manchesterfurnitureshow.com)