

FRESHLY SQUEEZED...

NEW STONE POWDER COATED FINISH Balancing continuity with revitalisation

ISSUE 6. 16.03.2010



How do you balance continuity whilst still being able to **continually revitalise product and keep things fresh?**

We continually ask this in product development and a recent outcome has been the introduction of our new stone powder coated finish. Which – although, we loved the final samples as soon as we saw them, we were a little hesitant as to how much the market would pick up a new finish option, given that clients need to achieve continuity over diverse projects and timescales.

After only a month or so it became pretty clear you were all delighted to be able to offer clients a fresh take on the, let's be frank 'over used and seen it way too much' RAL 9006 standard sliver.

The stone finish has a fine texture which achieves a more luxurious feel and reflects the light with a new subtlety. It looks particularly great on our new flat 4 star base and through the Smartworking tabling range. If you've not been able to see it live yet, please feel free to ask our sales team to bring some sample products into your office.

Of course the way to see it at its best is to visit our new London showroom on Bowling Green Lane or our newly re-fitted Huddersfield showroom.

You would think something like this would be easy but believe us, the simplest things are often turn out to be the most difficult to implement.