

Interiors
monthly
AWARDS
WINNERS

Winners 2013



Ekornes
Stressless Wave

AWARDS



After months of voting, the winners of the *Interiors Monthly Awards* 2013 have been decided. The companies listed below are among the finest retailers, manufacturers and suppliers in the interiors industry.

Over the following pages you can read more about the category winners chosen by you. Covering all aspects of the industry, they are united by their desire for excellence. Congratulations to all the winners.

Best Furniture Retailer 1-2 Stores: *Clarks Furnishers, Maidstone*

Best Flooring Retailer 1-2 Stores: *Chappells Carpets, Bradford*

Best Furniture Retailer 3+ Stores: *Oak Furniture Land*

Best Flooring Retailer 3+ Stores: *Mr Carpet, London*

Best Interiors Retailer: *Dunelm Mill*

Best Online Retailer: *Sofa.com*

Best Customer Service (Furniture): *TCS*

Best Customer Service (Flooring): *Brintons Carpets*

Best UK Furniture Manufacturer: *Woodberry Brothers & Haines*

Best UK Flooring Manufacturer: *Ulster Carpets*

Best Overseas Furniture Manufacturer: *Wiemann*

Best Overseas Flooring Manufacturer: *Balta Broadloom*

Best Accessory Supplier: *Authentic Models*

Best Flooring Accessory Supplier: *Ball & Young*

Best Furniture Buying Group: *AIS*

Best Flooring Buying Group: *Greendale Carpets & Floorings*

Best Furniture Exhibition: *IMM Cologne*

Best Flooring Exhibition: *The Flooring Show*

Best Furniture Website: *G Plan Upholstery*

Best Flooring Website: *Balterio*

Best Furniture Wholesaler: *Julian Bowen*

Best Flooring Wholesaler: *Hadfields*

Best Business Support (Flooring): *SMG The National Flooring & Furnishing Group*

Best Business Support (Furniture): *Vale Bridgecraft*

Best Bed Manufacturer: *Sealy UK*

Best Carpet Manufacturer: *Cormar Carpets*

Best Bedroom Manufacturer: *Kingstown Furniture*

Best Laminate Manufacturer: *Quick-Step*

Best Underlay Manufacturer: *Interfloor*

Best Dining Room Manufacturer: *Old Charm*

Best Solid/Engineered Wood Manufacturer: *Kährs UK*

Best Living Room Manufacturer: *G Plan Cabinets*

Best Rug Supplier: *Oriental Carpets and Rugs*

Best Children's Furniture Manufacturer: *Gautier*

Best Vinyl Manufacturer: *IVC*

Best Fabric Upholstery Manufacturer: *Parker Knoll*

Best Luxury Vinyl Manufacturer: *Karndean Designflooring*

Best Leather Upholstery Manufacturer: *HTL*

Best Software Supplier: *RetailSystem*

Best Finance Provider: *Hitachi*

Best Supply Chain/Logistics Company: *Andrew Porter*

Best Marketing Support: *Ekornes*

Best New Exhibition: *May Design Series*

Best Recliner Manufacturer: *Ekornes*

Best Home Entertainment Supplier: *UK-CF*

Best New Supplier: *East West Furniture Company*

Innovation of the Year: *Gainsborough Sofa Beds – Sofa Bed Choice*



Best Interiors Retailer Dunelm Mill

In 1979 Bill and Jean Adderley founded Dunelm, selling curtains on a Leicester market stall. By 1984 they had their first store in Churchgate, Leicester, and in 1991 opened a superstore, in Rotherham.

Dunelm is now a chain of 135 stores with sales of nearly £700m in 2012/13 and pre-tax profits of £108m. It has plans to increase store numbers to 200 and is already market leader in the £11bn UK homewares market.

While many interiors retailers have struggled in recent years, Dunelm has grown and last year it generated so much cash that it returned £65.8m to shareholders.

Dunelm has positioned itself as the one-stop homewares destination with ranges covering 21 departments. Core ranges include exclusive designs and premium brands such as Dorma, supported by a frequently changing series of special buys.

The superstore format provides an average of 30,000sqft of selling space with over 20,000 products across a broad spectrum of categories, extending from the group's home textiles heritage of



bedding, curtains, cushions, quilts and pillows to a complete homewares offer including kitchenware and dining, lighting, wall art, furniture and rugs.

Dunelm is one of the few national retailers to offer an authoritative selection of curtain fabrics on the roll, and owns a specialist UK facility producing made to measure curtains.

In recent years it has increased its online presence, which accounts for 4% of sales, and plans to significantly increase the number of products online from October.

Visit: www.dunelm-mill.com

Best Flooring Retailer 3+ Stores Mr Carpet



Mr Carpet has four branches in London: Fulham, Putney, Raynes Park and Sheen, and was founded in 1983. Most of its sales are domestic with what David Guyan, Mr Carpet md, describes as 'a little' new homes work.

Although focused on the middle to upper end of the market, and a Kardean Designflooring Platinum stockist, Guyan says it is debranding products as a result of consumers searching online for the lowest prices. Mr Carpet's team is experienced, with most staff having been with it for more than a decade.

'I'm delighted but surprised to win this award, we didn't expect anything like this. I'd like to thank everyone who voted for us, it means a lot to everyone,' he adds.

Visit: www.mr-carpet.co.uk



Best Flooring Retailer 1-2 Stores Chappells Carpets, Bradford

David Dyson and his son Paul took over Chappells Carpets in 1983 when the previous owner retired after 23 years. They had been in the industry for a decade by then, including carrying out fitting for Chappells. They were later joined by fitter Robert Johnson.

The store carries the full range of flooring, with an emphasis on the mid to upper market. David says the store

avoids the bottom end of the market 'as there are so many cheap products out there.'

Chappell also does well with wool carpets, he says. 'People here want wool thanks to the city's association with wool.'

The company also undertakes work for English Heritage and the National Trust.

Visit: www.chappellscarpets.co.uk



Karndean
Designflooring

Thank you to the readers of
Interiors Monthly who voted
Karndean Designflooring as the
'Best LVT Manufacturer 2013'

We have plenty of exciting new plans for 2014 to help
grow your business and pro-ise to continue supporting
the independent retail trade in everything we do.

Best LVT Manufacturer 2013

Interiors AWARDS
monthly
WINNER 2013

Also winners of
Best LVT Supplier 2013

Interiors AWARDS
monthly
WINNER 2013

Best Luxury
Vinyl
Manufacturer
Karndean
Designflooring



'We're thrilled with this award, particularly as it has come from within the industry,' says Danny Walker, Karndean Designflooring marketing director.

'We've had a busy year bringing our innovative product Karndean LooseLay and new POS units to market. With a clear focus on developing superior products and supporting our retail partners, it's great to receive feedback like this from satisfied customers, especially after winning the Best Luxury Vinyl Supplier awards in 2012 and 2011.'

Karndean will continue to champion the independent retail trade into 2014 and beyond with support ranging from

advertising campaigns and events to product launches, while staying true to its commitment to flooring retailers throughout the UK, Walker adds.

Visit: www.karndean.com



Top and bottom right: New POS units have been key in driving sales for retail partners
Right: Karndean LooseLay is the company's latest product