



# An introduction to Edmund Bell

# Group Structure



2019 Rev:  
£45.5m  
(+£4.8m)



£36m soft furnishings group



TO: £9.6m  
(-£566k)



Sale of domestic and contract fabrics  
£27m (+£3.45m)  
(inc. Oaktrees)



Finishing mill/production facility for Edmund Bell & Co Ltd  
TO: £7m  
(+£1.671m)



B2C blinds sales  
TO: £1.9m  
(+£157k)

# Our story

## Humble beginnings

- Established in 1855 to produce apparel fabrics, the company expanded throughout the 20th century becoming a major supplier of blackout fabrics
- In the latter half of the century the company quickly established a reputation for quality and service in the soft furnishing industry.
- In 2008 the company was acquired by the Atherton family, who brought an additional wealth of industry knowledge to our business.

## A passion for fabric

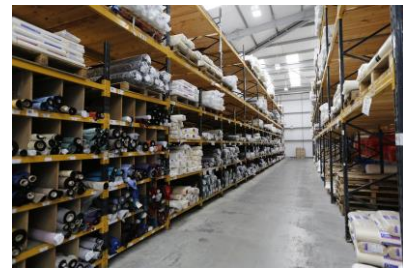
- For over 160 years we've been honing our product knowledge and manufacturing expertise and earning international acclaim as the UK and Europe's leading supplier of soft furnishing products – leading the way in technology terms with a new, state-of-the-art factory and cutting edge product development capabilities.

## A passion for people

- We boast a clued-up, client-focused team of over 60 people, who offer expert advice on our growing product range, and deliver new levels of hands-on customer service.

## We think big

- "Our commitment to you is to produce excellence in all that we deliver."



# Our spirit & capability

## We find solutions

- Supply over 3,500 manufacturers, wholesalers and distributors in the UK, and over 800 worldwide
- Export to over 55 countries; experience of direct and freight forwarders
- Expertise in textile processing, sourcing & converting; QA & in-house testing
- In-house design capability and bespoke fabric solutions
- Advanced computer system for stock control and sales order processing
- New CRM system for reliable account management

## We work hard and do things differently

- Direct sourcing from weavers and finishers worldwide
- Our own production and finishing facilities within our group
- Fasttrack Award Top 8 Fastest growing UK privately-owned exporters in 2011
- Global sourcing of products to high specifications
- Skilled internal sales support team and Area Sales Managers
- Supply over 15 million metres of fabric per annum from stock held in Rochdale, UK



# Service

You can be assured of seamless and committed service levels:

- Guaranteed stocked lines in our own warehouse
- An uncompromising approach to international FR standards and testing, including IMO
- Professional customer service standards monitored via OTIF principles (e.g. measures of how often our customers get what they need when they need it)
- Free sampling, reliably despatched next day
- Multi-language sales support
- Experience of exporting to over 50 countries around the globe

eCommerce and web account functionality:

- By creating a web account you can request free samples, place orders, store multiple shipping addresses, and even view and track your orders in your account.



CUSTOMER  
FEEDBACK  
SUPPORT  
INNOVATIVE  
QUALITY  
EXCELLENT  
FRIENDLY

# Reach

## Our reach

- Based in the UK, but able to service all global partners directly
- Many articles have UK origin as a result of our UK finishing and coating plant

## A diverse customer base

- United Kingdom:
  - Manufacturers, Wholesalers, Workrooms, Retailers, Homeworkers
  - Interior Designers, Architects, Contractors, hotel chains, cruise lines
- International:
  - Editors, Contractors, Manufacturers, Distributors, Interior Designers, Architects, hotel chains, cruise lines



# Key customers

## Direct customers:



## • Indirect end-users:



# Recent projects

Our products have recently been used or specified for:

- Abraj Kudai hotel in Mecca
- The Raffles Hotel Europejski Warsaw
- The Post Oak Houston
- The NHOW New York
- The Ritz Carlton Al Wadi Desert
- WSJ Virgin Grand
- P&O Aria ships
- Viking cruise lines & global cruise ships
- NH Hotels & Ibis
- Hilton and Holiday Inn worldwide



**RAFFLES**  
EUROPEJSKI  
WARSAW



**VIKING  
CRUISES**  
*Exploring the World in Comfort®*





# Usage: Domestic

## Domestic

- Linings, blackout linings, Dimouts, thermal linings, interlinings and duolines
- Accessories for curtain making and roman blinds, as well as buckrams and header tapes
- All our FR fabrics can also be used in the domestic market providing a fantastic choice of decorative blackouts, dimouts and printed fabrics
- Providing the added benefit of flame retardancy – a real bonus for homes with children and also those with open fires or log burners



# Usage: Contract

## Contract

- Marine / Cruise: The majority of our FR products meet IMO standard, and some even meet the MarED / Wheelmark standard
- Hospitality: Our extensive collection has suitable products available in stock, with wide width options
- Healthcare: We offer both bespoke products for this sector such as waterproof, anti-bacterial and anti-fungal, as well as blackout and dimouts for client comfort. With our print collection we can offer a more homely look but with the required FR certification for the contract market.
- Education: Wide range of Dimout options; both specific dimouts as well as our printed range available on this fabric which are very popular in this sector.
- Commercial: Options include thermals and dimouts for light and sound blocking, plus sheers for reception and office areas, waterproof printable fabrics for upholstery, and stocked plains.



# Our product portfolio



1.

## Workroom

Lining  
FR Lining   
Accessories  
Hardware



2.

## Light Control

Blackout  
Dimout  
Sheer



3.

## Print

Collection  
Bespoke



4.

## Weave

Jacquard  
Plain  
Textured



5.

## Upholstery

Weave  
Vinyl  
Waterproof



# Product: 1. Linings

## Curtain linings

- The most comprehensive range of branded curtain linings to meet all your quality, value and application requirements:
- 100% Cotton Sateen linings
  - The home of Solprufe 63
  - Domestic and Flame Retardant options available
  - Selection of 116 and 96 pick quality and variety of finishes including crease resistant, silk and lustre available.
- Polyester / Polycotton linings
  - Market-leading Satins
  - Plain and Twill Weave options
  - Smooth lining available in over 20 colours
- 3 Pass Blackout linings
  - Both Domestic and Flame Retardant options available
  - Huge selection of options providing choice of handle, colour, width and price
- Interlinings
  - Options include Bump, Domette, Synthetic & Bonded
- Duoline
  - Bonded interlining and curtain lining



# Product: 1. Workroom

## Accessories, hardware & kits

- Providing everything you should need to create beautiful curtains and blinds for your interiors project
- Enhancing curtain drape, our linings and interlinings improve insulation, absorb sound and decrease noise levels whilst protecting carpets and furnishings from sunlight and atmospheric conditions
- The iFix range of workroom accessories delivers all the components required for sewing curtains; such as curtain rings, eyelets, hooks, weights, blind cord, header tape, buckram, braided lead weight tapes and more
- Our iCon range includes headrail kits and safety components for roman blinds; all complying with British safety standards in line with the BBSA Make it Safe campaign
- Huge choice of Header tapes in both FR and non FR options as well as an extensive range of Buckrams.



**make it  
safe**<sup>TM</sup>

# Product: 2. Light control

- Our light control fabrics offer the varying grades of light protection you need
- Blackout:
  - Ranges that offer guaranteed light exclusion
  - Available in a design-led range of stylish materials and colours
- Dimout:
  - Decorative fabrics with up to 98% light exclusion
  - Come in a range of plain and semi-plain woven materials
  - Produced with a very dense weave to create a versatile selection of opacities
- Sheers:
  - Flame retardant, and adding light filtering properties to enhance privacy
  - Create a new dimension to window decoration



# Product: 2. Blackout

- As market leaders in Blackout fabrics we offer a sumptuous and sophisticated assortment of weaves and colours for any setting
- Our 3 pass blackout coating system boasts total light exclusion and a pleasing soft handle, providing both function and versatility without compromising on style
- All our decorative blackouts are suitable as stand alone curtains, but could be used as opulent linings for your curtains if desired
- Available in both wide and narrow widths, and conform to the current British and International standards for flame retardancy
- Decorative Blackout Ranges:
  - Strata - An industrial two tone concrete texture effect
  - Reflection – Textured a bark like grain in matt & shine effect
  - Discovery – Textured woven effect range with stain repellency
  - Zanzibar – Ultra Soft taffeta effect range with a lustrous finish
  - Odyssey – Soft handle plain range, meeting M1 and B1 FR standards



# Product: 2. Dimout

- As market leaders of Dimout fabrics, we strive to deliver the highest quality fabrics
- With a range of plain and semi-woven materials produced with a very dense weave, our collection of Dimout fabrics includes a broad selection of opacities and price options to suit a wide range of end users
- Available in a stunning and comprehensive array of colours and textures
- Meet the Oekotex standard regarding environmentally friendly chemicals used in production, and are tested for sound absorption and thermal disinfection
- Dimout ranges:
  - Expression - Subtle herringbone weave and melange two tone effect
  - Luxe – Reversible slub texture and satin shine dimout
  - Atmosphere – High textured woven dimout
  - Enigma – Richly textured linen-look weave dimout
  - Venus – Soft handle plain weave
  - Accolade – Semi matt finish twill weave
  - Orion – Soft sheen satin plain weave





# Product: 2. Sheer

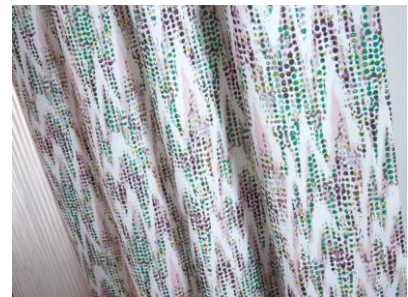
- Ranging from a refined organza pin stripe to a stylish linen look, our flame retardant Sheers will add a new dimension to window decoration
- Our broad range is designed to meet the increasingly sophisticated demands of customers for stylish, yet practical privacy options
- A core range of flame retardant voiles as well as the elegant Viva range to meet a wide scale of price and design requirements
- Sheer ranges:
  - Viva Voiles – Diaphanous sheers that blend interesting yarns, fibres and weaves
    - Nuance - Refined two tone colour (warp and weft colours)
    - Harmony – Natural string-like yarns
    - Sleek – Tonal stripe with a gentle linen look
    - Serenity – Subtle melange effect with thick and thin yarns
    - Revive – Linin look curtain voile
    - Moments – Organza with fine stripe
    - Endless – Textured with chenille zipper thread
  - FR Voiles – Core collection of voiles offering a choice of width and design
    - Illusion - Super-soft etamine linen look
    - Also Snowflake, Slub leaded, Striped, Slub, Plain, and Plain leaded



# Product: 3. Print

## Collections

- Stylish designs on a choice of flame retardant base fabrics.
- Developed in-house by our creative team, who embrace the latest trends
- Including FR blackout, dimout, voile, textured and plain fabrics as well as antibacterial/antifungal upholstery fabrics
- We offer the option to change the colours, and choose the right base cloth for your end use
- Widely used in education, healthcare, hospitality, public buildings and domestic homes and can withstand commercial laundry
- Print collections:
  - Bloom - Captures the freshness of pretty country gardens
  - Chelsea - Classic design of tartan, herringbone, houndstooth and damask
  - Lakeland - A mix of contemporary organic florals and subtle textures
  - Horizon - An eclectic mix of lively and contemporary patterns
  - Festival - Fun loving and light hearted patterns for children
  - Gallerie - Inspired by hand painted watercolours of the French impressionists
  - Cranborne - An eclectic mix of enchanting florals
  - Signatures - A calm reflective environment



# Product: 3. Print



## Bespoke / Custom

- Printlab is our fabric design and printing solution, enabling you to create that bespoke element for your project
- Whether you have an existing design or you want us to create something bespoke, our designers can help
- Suitable for any setting, but ideal for contract interiors projects
- Choose from an extensive range of flame retardant base fabrics that are all able to withstand commercial cleaning. Including fabrics for curtains, sheeting, bed covers, cushions, upholstery and sheers
- We can print your existing design, create a bespoke design for you, or recolour an existing Edmund Bell design to meet your requirements.



# Product: 4. Weave

- Inherently flame-retardant weaves that meet the very highest standards of quality and durability
- These fabrics suit a wide variety of contract and domestic sector applications.
- Our woven designs have a wide appeal due to their diverse colour palettes and design elements, incorporating the latest trends and themes that embrace the bold, warm, contemporary and classical styles.
- Woven collections:
  - Soho Club – Art Deco and Gatsby 1920`s interior inspiration. Eight designs in seven colours – Burlington, Elixir, Belgravia, Eaton, Bond, Grosvenor, Brompton & Deluxe
  - Sanctuary – Influenced by nature, with organics and fern patterns creating a firm retreat from a hectic world. Six designs in seven colours – Aura, Elixir, Divine, Rhythm, Pulse & Serene
  - Prism - Epitomising smart contrasts in colour and super effects of matt and shine captured by a clever mix of yarns. Four designs that co-ordinate to create a total palette of 49 colours – Pulse, Rhythm, Zone, and Echo



# Product: 5. Upholstery

- Meeting both contract and home abrasion requirements, our woven and vinyl upholstery fabrics are complemented by upholstery base cloths onto which any of our stylish print designs can be printed - and this range is being extended.
- They combine their high performance and durability properties with a soft handle and waterproof or stain resistant options.
- Upholstery ranges:
  - Deluxe - a new upholstery velvet, exuding opulence in seven colours
  - Brompton - Subtly masculine & alluding to modern simplicity in seven colours
  - Serene - great textural influence to co-ordinate in an upholstery role with our latest woven collection Sanctuary; available in a range of 8 colours
  - Metro – a textured linen look vinyl fabric; available in over 20 colours
  - Eureka - woven fabric incorporating a two tone warp with a contrasting weft; available in 16 different tones
  - With much more being added throughout 2019 ...



# Key selling points

- All of our goods are washable, steamable, ironable as relevant
- Our pricing is some of the best in the market
- We hold all relevant international and marine certification for flame retardancy
- Also certified for sound absorbency, high temperature washing, eco-certification etc.
- Based in the UK, and would deal with you and all partners directly from there
- Many of our articles have UK origin as a result of our UK finishing and coating plant
- We stock goods in wide 280-300cm (114-118") and narrow 137-150cm (54-57") widths in very large amounts





Thank you