

# LOFT<sup>®</sup>



## INTERIOR DESIGN, ELEVATED.





# WHY LOFT?

Established in 2003, to provide a “one stop” furnishing solution for the Private Rented Sector, our purpose is to add fluidity to lettings and property management, through interior design, project management and replenishment. Our value-add services include;

- Interior Design
- Procurement & Quality Control
- Import, Shipping & Warehousing
- Transport & Logistics
- Project Management
- Installation
- Aftercare
- Asset Management
- Replenishment & Recycling
- Window Treatments
- Property Staging
- Accessory Packs







# MEET THE TEAM



**BEN ETHERINGTON**  
Sales Director  
ben.etherington@loft.co.uk



**JAMIE STIFF**  
Head of Landlord and Agency  
jamie.stiff@loft.co.uk



**CLAIRE GILL**  
BTR Sales Manager  
claire.gill@loft.co.uk



**LIZZIE HEALEY**  
PBSA Sales Manager  
lizzie.healey@loft.co.uk



**RACHAEL CUNLIFFE**  
Business Development Manager  
rachael.cunliffe@loft.co.uk



**KATIE MARSH**  
Business Development Executive  
katie.marsh@loft.co.uk



# AROUND THE WORLD

Over 200 containers are delivered into our London and Manchester warehouses each year. Our Logistics Team manage every aspect of the importing process.

We import stock from seven different countries including China, Malaysia, Taiwan and India. We have nominated shipping agencies which gives us access to a larger variety of guaranteed air and shipping lines. We source and import stock from all corners of the globe, guaranteeing world class design, quality, and innovation, on budget. All our products are sourced with social environmental and ethical consciousness.

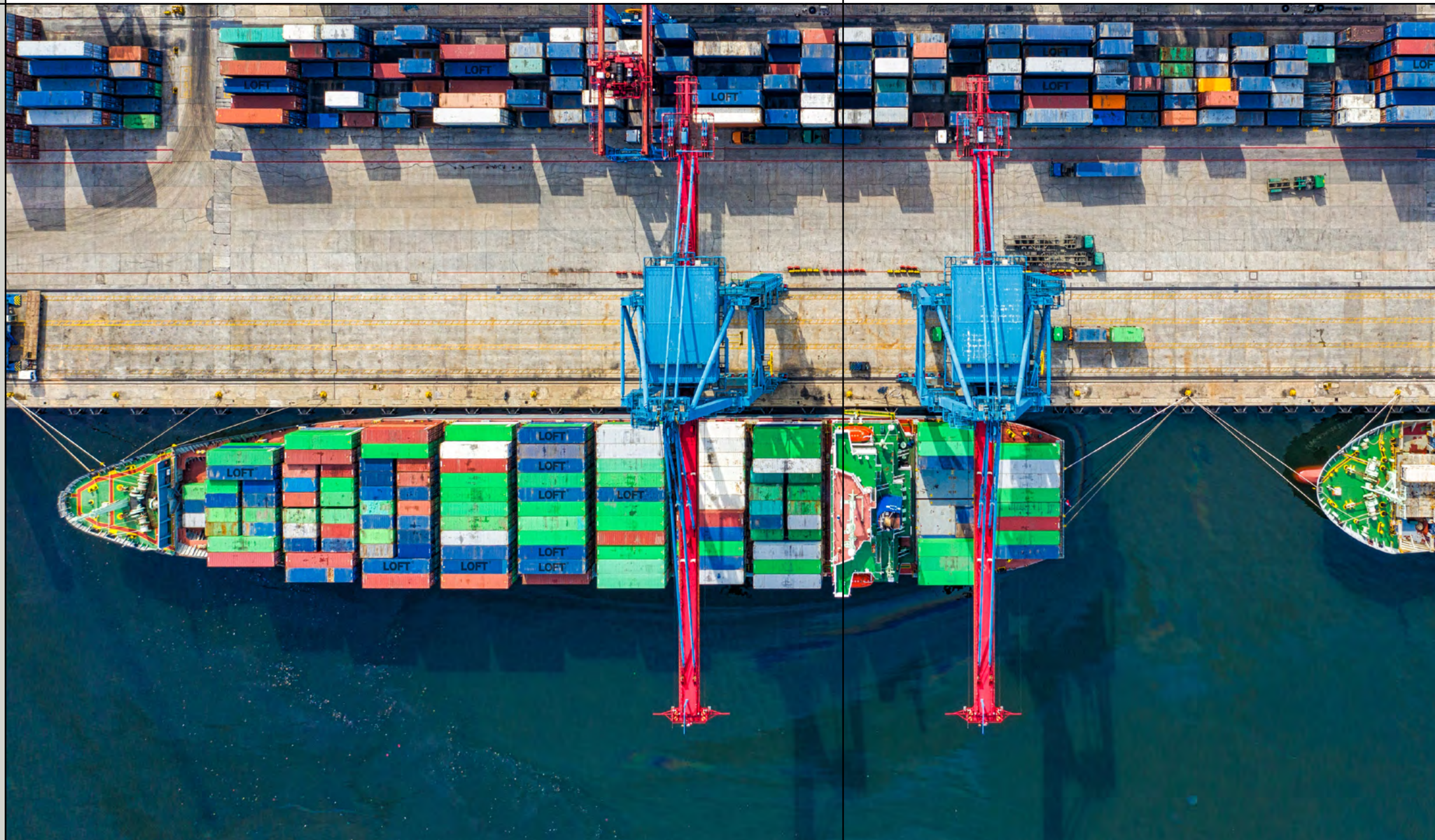


**ELLA BROUGHTON**

Head of Buying  
[ella.broughton@loft.co.uk](mailto:ella.broughton@loft.co.uk)







# SHIPPING AND LOGISTICS

**Our focus when sourcing products is style, sustainability, durability and affordability.**

Our experienced and knowledgeable procurement specialists work closely with our design team, to procure design-led furnishings.

Having trusted Supply Chain Partners, means we can source products globally, from Europe to Asia, to ensure we achieve our clients' desired aesthetic and durability requirements.

Our in-house supply chain management team regularly undertake supplier audits focused on sustainability, quality, and health & safety procedures.

Regular factory visits are undertaken by our team and by our 3rd party Quality Control advisors to ensure we are constantly driving improvement in our supply chain.



**GIOVANNI VERITIERO**

Senior Merchandiser  
giovanni.veritiero@loft.co.uk



# WAREHOUSING AND DISTRIBUTION





# QUALITY CONTROL

Upon receipt of products to our warehouse we undertake a further detailed quality control process, managed by our team with over 65 years of experience.

- Dedicated Quality Controllers, based in both Asia and Europe.
- Factories fully audited for Health and Safety, working conditions, pay and FSC certification.
- Bespoke procurement and manufacturing solutions.



**DENISE PIERPOINT-ROUCH**

Supply Chain Manager  
denise.pierpoint-rouch@loft.co.uk







# PROJECT MANAGEMENT

Your key account Project Manager will work collaboratively with contractors to ensure a smooth planning, installation, and handover process. Guaranteeing legal compliance and making sure the project meets both our own high-quality standards and importantly, the aspirations of the customer.

We take into consideration project specific health & safety requirements to ensure all operatives work in a safe environment. All operatives are CSCS qualified, supervisors SSSTS and management SMSTS accredited, ensuring efficient and quality delivery, distribution and installation.



**CRAIG MONUMENT**  
Operations Manager  
craig.monument@loft.co.uk



**KATE BYRNE**  
Operations Manager  
kate.byrne@loft.co.uk



**MICHAL MENDYK**  
Operations Resource Manager  
michal.mendyk@loft.co.uk



**TOM FORDER**  
Field Project Manager  
tom.forder@loft.co.uk





# ASSEMBLY AND INSTALL

- We utilise our own fleet of 35 branded vehicles
- Fully trained, uniformed, and insured in-house installation team
- Delivered, Assembled & Installed, with packaging removed as standard
- Removal, Replacement & Recycling service available

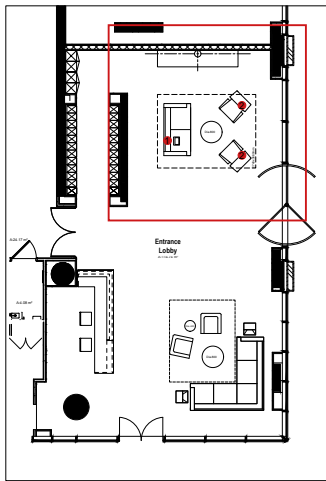
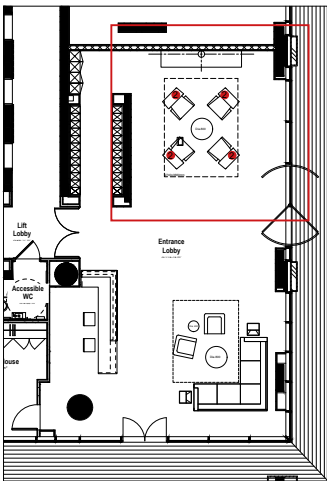




# INTERIOR DESIGN CONSULTANCY

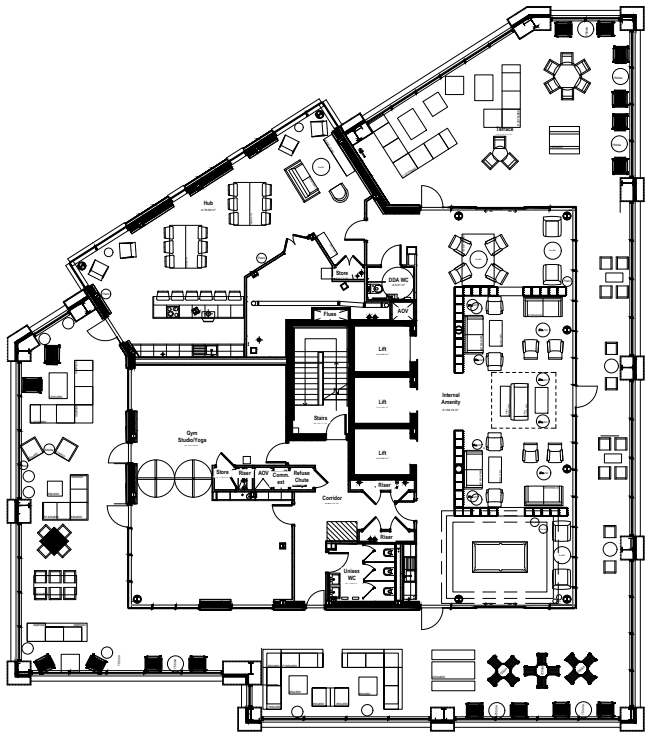


**LAUREN MAYLOR**  
Head of Design  
[lauren.maylor@loft.co.uk](mailto:lauren.maylor@loft.co.uk)



Our Interior Design team work collaboratively with our clients to produce space plans and working drawings - enabling the main contractor to bring the design schemes to life.

Alongside material boards and detailed drawings, they can produce realistic CGI's that explain the design proposal in detail.







**NICOLA MCEWAN**  
Head of Design (South)  
nicola.mcewan@loft.co.uk



**We provide a bespoke design solution for your show homes.**

Our designers have a wealth of experience to offer and understand the importance of utilising your space to create an inviting home that reflects the buyer's needs. We offer tailored designs to fit your requirements, budget and location to ensure we maximise the selling potential for your homes. We work with property developers at early stages of the build, to ensure that the design is implemented in tandem with the construction phase.





# PROPERTY STAGING



Our Property Staging Team guarantee to add value and assist in the sale of your property - statistics show that a dressed property will sell faster than an unfurnished property.

Our experienced team will create the lifestyle you wish to depict through furniture, accessories, prints and mirrors - allowing prospective buyers to see each property's full potential.



# BESPOKE FURNITURE PACKAGES



We provide professional property investors with a cost-effective furnishing solution. Each property is carefully space planned and the interior space always considered to create a bespoke solution with the investor's budget and the resident's comfort in mind.

Our furniture and accessories balance style, durability and price point. Enhancing captivation, boosting retention, improving rental yields and avoiding void periods.





# BOHEMIAN COLLECTION

## ONE BED INVENTORY

Sofa  
Armchair  
Coffee table  
Media Unit

2x Dining Chairs  
Dining Table

Kingsize Bed  
Mattress  
2x Bedside tables  
Drawer unit  
Wardrobe







# ARTHOUSE COLLECTION

## ONE BED INVENTORY

Sofa  
Armchair  
Coffee table  
Media Unit

2x Dining Chairs  
Dining Table

Kingsize Bed  
Mattress  
2x Bedside tables  
Drawer unit  
Wardrobe







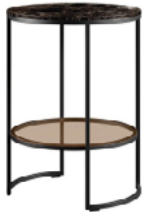
# NATURAL SCANDINAVIAN COLLECTION

## ONE BED INVENTORY

Sofa  
Armchair  
Coffee table  
Media Unit

2x Dining Chairs  
Dining Table

Kingsize Bed  
Mattress  
2x Bedside tables  
Drawer unit  
Wardrobe





# ACCESSORIES

Our accessories and accessory packages are carefully selected by our Design and Buying Team. With the end user in mind we balance style with price point, creating that homely feel and aspirational lifestyle whilst ensuring a return on investment.





Offering a full design and replenishment service contract once the useable life span of product 4-7 years is elapsed, we offer a design and replenish solution to our partners with rolling replenishment of furniture throughout properties based on new concept designs (to be agreed). We also offer a buy back on the original purchase price of the furniture as a rebate, and also remove and recycle all unrequired furniture in line with our environmental and waste management policy.

# LIFE CYCLE PROTECTION RETAINER





# PORTFOLIO





# THE FILAMENTS



**Client:** Grainger  
**Category:** Build to Rent  
**Location:** Salford



# SHOW HOME

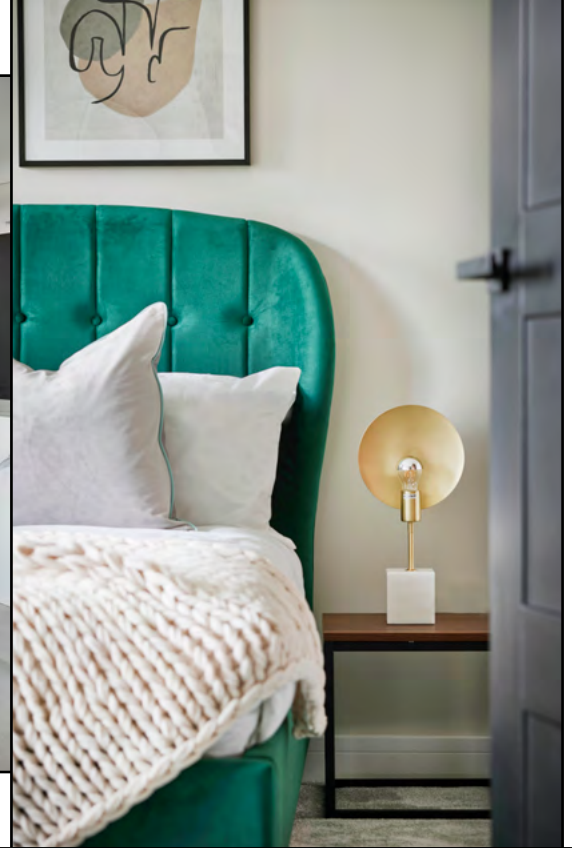


**Category:** Show Home  
**Location:** Reading





# FOX LANE



**Client:** Koko Property Group  
**Category:** Residential  
**Location:** Sheffield





# BROADSIDE

**Client:** AIG  
**Category:** Build to Rent  
**Location:** Manchester





# CORPORATE SOCIAL RESPONSIBILITY

We like to make sure that every day we are responsibly trading. Sustainability is a key factor in our product sourcing strategy, ensuring that our products have a second life. From taking away your unwanted mattresses and recycling them, to giving furniture to our chosen charities.

All our furniture is sourced from reputable suppliers who we build strong relationships with. We are committed to working with companies who treat their employees fairly, source their materials responsibly and have a positive impact on their locality and the environment on a larger scale.

- Operating to an ISO 14001:2015 environmental standard.
- In-house waste separation service with a 97% landfill diversion rate.

- To help balance our environmental footprint we plant one tree in the UK for every apartment furnished. We partnered with Gone West in 2020 to help create a more sustainable future for everybody.
- Over 5,000 mattresses are recycled every year through a specialist mattress recycling facility where every mattress is taken apart and each component is separated to be recycled.



**BENJAMIN HALL**  
Managing Director  
benjamin.hall@loft.co.uk





# Contact Us



@LOFT



@\_LOFTuk



@loft.uk



@LOFT.uk

## Head Office

Venture House  
227 Ayres Road  
Old Trafford  
Manchester  
M16 0NL

## North Distribution

Unit 19  
Maple Industrial Estate  
Bennett Street  
Manchester  
M12 5AQ

## South Distribution

Unit 10-12  
River Brent Business Park  
Trumpers Way  
Hanwell  
W7 2QA

## LOFT Design Studio Clerkenwell

Spaces Farringdon  
77 Farringdon Road  
London  
EC1M 3JU



**LOFT<sup>®</sup>**

INTERIOR DESIGN, ELEVATED

**LOFT.co.uk**