

QPRU

Quarterly PR Update

quarter four 2011

Take a seat

Sit back and enjoy the latest news and images from Atom's clients. We are delighted to welcome three new clients in the shape of The Furniture Barn, Lazy Susan and The Odd Chair Company whose stunning image graces this issue's front cover.

Visit the online image library at our exciting **new look website** to download these images and many more. As well as searching by client or category, you can now find images by their references and compile a lightbox selection to download. The site's scrolling latest news feature will help keep you up to date as will our new weekly blog or following us on Twitter. Enjoy!

NEW The Odd Chair Company

Beyond the Expected

Widely reputed as the finest upholstered furniture maker in the UK today, The Odd Chair Company specialises in traditional loose hair upholstery which creates unrivalled comfort and an exquisite tailored finish. There are over 140 designs of chairs, sofas, stools and fine cabinet made furniture in their collection to choose from, as well as beautiful acrylic furniture designed by Victoria James. The family run company offers a full bespoke service as well as a professional hotel, residential and yacht interior design service.

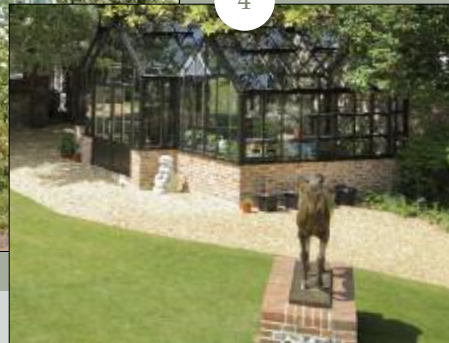


Griffin Glasshouses

Beautifully Bespoke

After receiving another merit at Hampton Court 2011, Griffin have been busy creating individually tailored glasshouses, greenhouses and orangeries for both commercial and domestic use.

A stunning selection of new photography has recently been added to the online image library; take a look at the impressive Triple Span Gable attached glasshouse in the grounds of Salisbury Cathedral. No glasshouse feature is complete without the leaders in their field; Griffin Glasshouses.



Shimu

Eastern Accessories

Shimu offer exclusive, traditionally crafted, Chinese furniture but also use their expertise to source a wide range of truly stunning antiques and accessories to compliment. Choose from a beautiful array of decorative boxes, lighting, ceramics, stone wear and even hand made jewellery! New photography has just been added to the online image library, so whether you are creating an authentic Chinese interior or just looking for that finishing touch, look no further than Shimu.



For everything you need visit: www.atommpr.com

- 1 Large Glynbourne sofa, L225cm.
- 2 Eaton Buttoned Armchair also available in plain back.
- 3 Traditional Freestanding with Feature Porch 2.6m X 4.7m.
- 4 Special Triple Span Gable Attached Glasshouse.
- 5 Wooden storage boxes dating back to the first half of the twentieth century. Each has brass hardware and has been recently restored. W45 x D25 x H25cm.
- 6 Sourced from Guilin in southern China, these lovely horses are made from stone and resin and come complete with a wooden stand as shown. W30 x D13 x H37cm.

The French Furniture Company

Mix and Match

The French Furniture Co has just launched five beautiful and interchangeable bedroom ranges, inspired by traditional French design. On trend with muted colours, each range has been meticulously sourced within the ivory and muted silver pallet; creating five complimentary ranges that can be mixed and matched to create your own perfectly styled but unique look.



New look website and image library

- Choose images by client, category or image reference
- Compile a lightbox of selected images
- Download high resolution images direct to your desktop

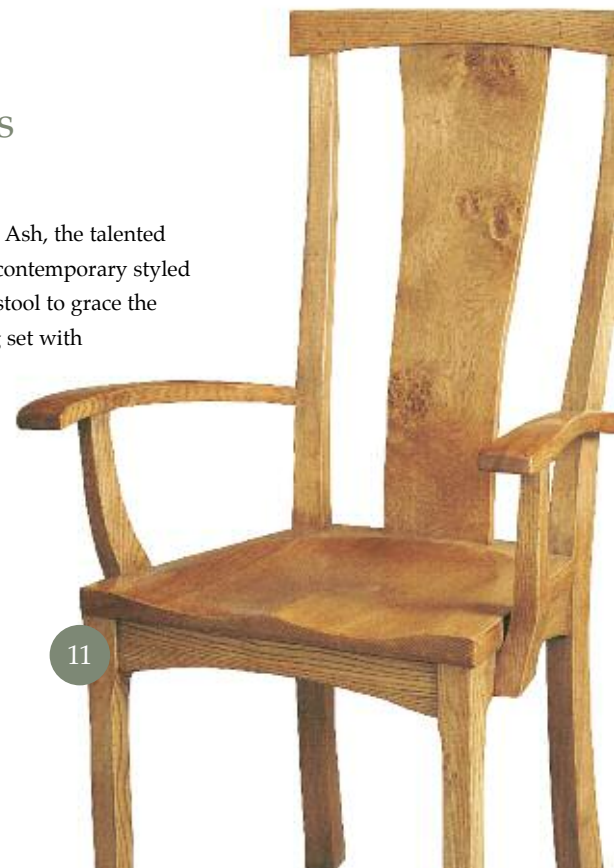
www.atommpr.com



Batheaston Furniture Makers

Heirlooms of the Future

Using only the very best of sustainably sourced Oak and Ash, the talented craftsmen at Batheaston create beautiful traditional and contemporary styled furniture that will last for generations. From a beautiful stool to grace the kitchen, a stickback chair for the children or a full dining set with complimentary side boards and display cabinets; Batheaston have it all.



For everything you need visit: www.atommpr.com

- 7 Regence Upholstered Bed in Muted Silver - 5Ft upholstered bed. Muted silver finish with fawn dupion silk (Hand finished Silver Leaf).
- 8 Josephine Bedside Table in Muted Silver - W52 x H65 x D40cm. Muted silver finish and all handles are antiqued brass. (Hand Finished Silver Leaf).
- 9 Josephine Bedroom Chair in Ivory - W50 x H90 x D55cm. Ivory finish with slight antiquing. Upholstery: Beige Linen.
- 10 Refectory Trestle, Thick top (see matching bench HL92 B) in Rye finish.
- 11 Frame Armchair with solid Windsor seat, Pippy Oak splat, in a Rye finish.

Iconic Interiors

Iconic Inspiration

The beautiful selection of classic modern furniture offered by Iconic Interiors reflects their teams experience in the field of interior design. Each carefully selected piece is chosen for its beauty, quality and craftsmanship; resulting in a range of faithful reproductions that will not only stand the test of time but will make a statement in any room.



The Original Bedstead Company

Stylish Slumber

The recent introduction of the Wooden Bedstead collection by the Original Bedstead Co has proven very popular. This exclusive new range sits comfortably next to their already extensive collection of designs and colour options. Traditional and contemporary styled metal and upholstered beds are also available; from a Victorian inspired sanctuary to an ultra modern boudoir, they are sure to have something to suit.



For everything you need visit: www.atommpr.com

- 1 Le Grand Confort Spéciale Armchair. Sumptuous duck-down wrapped pillows in Vintage Brown full aniline Italian leather on a chromed stainless steel frame. Also available in black, cream, brown, espresso, white and tan.
- 2 The Ball Chair. Fibreglass ball mounted on a swivel base with fabric foam filled cushions. Also available in red fibreglass with black fabric.
- 3 Edwardian bedstead available in glossy ivory or satin black in either 2' 6 ft, 3'0 ft, 4'0 ft, 4' 6 ft and 5'0 ft.
- 4 Elliot wooden bedstead available in Cherry or Walnut in either 4'6 ft; 5'0 ft or 6'0 ft.

The Traditional Radiator Company

Turn it up

With a brand new range of valves and accessories, those looking for a reproduction traditional radiator now have even more ways to customise their perfect

statement piece. A cast iron model not only looks beautifully nostalgic, but is also completely efficient, and available in a number of sizes, finishes, designs and accessory options, including the new

Brompton Valves in perfectly polished brass or chrome.



NEW Lazy Susan

Gloriously Gleaming

Introducing a new addition to the QPRU with a bright new range of garden and patio furniture; Lazy Susan are online retailers of beautiful cast aluminium furniture. The New additions to the already extensive collection include The Gloria; a stylish 8 seater patio set with revolving Lazy Susan which sits upon the metal table top, new round tables Amy and Amelia, and oval table Jessica. Made from cast aluminium, the furniture is designed to be left outdoors all year round without rusting or rotting. As well as being hard wearing, the new white table sets, Alice and Frances offer a great contrast to colours in the garden, perfect for showing off spring blooms and lush lawns.



For everything you need visit: www.atommpr.com

- 7 Daisy Valve – Satin Nickel (new finish)
- 8 Canterbury Throttle Valve - Antique Brass.
- 9 Pipe Shroud and Floor Covers – Satin Nickel.
- 10 Gloria cast aluminium 8 seater oval table with 8 April chairs, includes cast aluminium lazy susan.
- 11 Alice 4 seater white table set with April chairs.



1

H&E Smith

Dedicated Follower of Fashion

Experts in the field of bespoke projects for big names such as Jamie Oliver restaurants, Ted Baker, Giraffe and of course the London Underground restoration; H&E Smith have just completed work on the new flagship Ben Sherman store on London's iconic Carnaby Street, where their skills were called upon for the refurbishment of the historic retail store.

Customers at the shop will see the beautiful snowdrop tiles, along with teapot brown, Victorian brown, and of course bespoke text, illustrating the brand name.

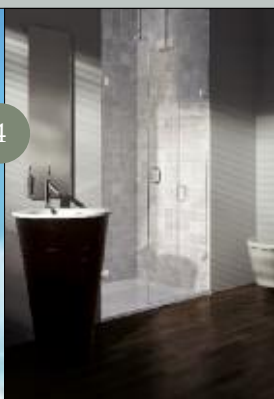


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The Majestic Shower Company

A Clear Leader

Partnering with one of London's most elite architectural builds currently under development; The Majestic Shower Company have recently fitted seventy units into the luxury Bulgari hotel. Opening in spring 2012 the contemporary style and design for which Bulgari is famous for made Majestic a natural choice in adding to the unique elegance and signature style of the development.

For everything you need visit: www.atommpr.com

- 1 Snowdrop metro tiles used in the refurbishment of the new flagship Ben Sherman store in Carnaby Street.
- 2 Bespoke text on snowdrop tiles.
- 3 External view daytime - The Bulgari Hotel, the latest home to over 70 Majestic shower screens.
- 4 Frameless alcove with wall hinged door and in-line panel bespoke option of in-line panel and glass hinged door.

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Crown Pavilions

Fit for a King

Trusted exhibitors of prestigious worldwide shows; Crown Pavilions have had a successful summer showcasing a collection of beautiful garden gazebos, including their latest and largest addition, The Hampton. Official sponsors of The Burghley Horse Trials, Crown also wowed crowds at the Chelsea Flower Show and were awarded with a Certificate of Commendation. Continuing the success at Hampton Court Flower Show; Crown came home with a Certificate of Merit for Outstanding Products and Presentation.

Eurostove

Burning Bright

Add a splash of colour to brighten winter blues with the brand new Saey Gustav from Eurostove. Mixing traditional styling with a contemporary twist; the Gustav is a highly efficient wood burning stove available in 8 bold enamel colours. With a huge range available, including Eurostove's own brand Mendip, there is a style and colour to suit any home whether a contemporary or more traditional look is desired.

8



For everything you need visit: www.atommpr.com

- 5 The Crown 'Orchard' is crafted from Canadian Western Red Cedar, known for its aesthetic beauty and long life. Seating 8-10 people and includes solid round wooden table and benches.
- 6 The Crown Deluxe bespoke service enables clients to explore and design their ultimate garden building. In collaboration with the experienced design team Crown can develop your dream pavilion.
- 7 The Oval shape of this stove gives you the wide sweeping effect of the curved front window leaving your view of the fire uninterrupted, and with its top warming compartment this stove has function not only form.
- 8 The Saey Gustav combines the best of clean contemporary lines and traditionally styled cast iron. With its high tech chamber offering closed combustion, secondary air wash and efficiencies of over 80%. Its side loading door allows large logs to be used with ease.

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The Radiator Company

Hot off the Press

Experts in their field for over a decade, The Radiator Company have just released their latest brochure. The 2012 portfolio, first edition, features many new images and some beautiful new products, including the industrial inspired Porta and Valeta radiators, along with updated photography and new colour options. All of these pictures and more are available to download now from the Atom online image library.



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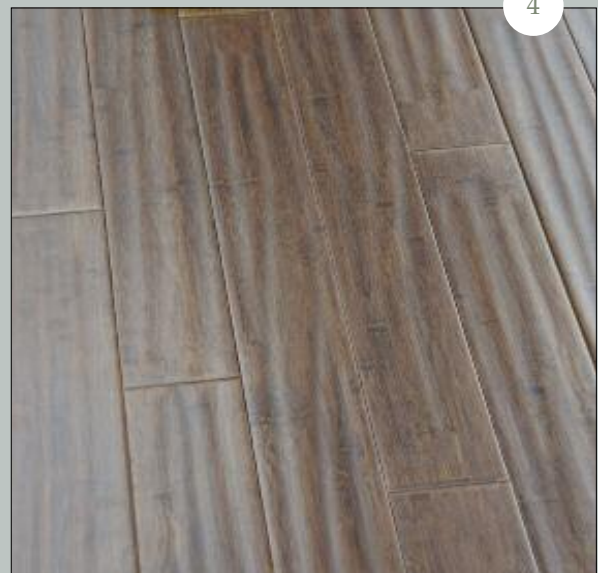
- 1 580 x 1060 shown in Brushed Stainless Steel with Ideal TRV valves. Slim horizontal cross tubes sit inside substantial supporting legs for a distinctive style.
- 2 1500 x 290 shown in Brushed Stainless Steel with Ideal TRV valves. Available in 9 sizes the Valeta appears to float off the wall, discrete valve connections are hidden behind the radiator.
- 3 Hand Scraped Chocolate Bamboo Flooring Three layer 15mm thick solid bamboo flooring glued in horizontal slats to create a wide grain look. Finished with 6 coats of German lacquer.
- 4 Hand Scraped Chocolate Bamboo Flooring Three layer 15mm thick solid bamboo flooring glued in horizontal slats to create a wide grain look. Finished with 6 coats of German lacquer.



The Bamboo Flooring Company

All Hands on Deck

These new hand scraped floors from The Bamboo Flooring Company are available in Chocolate or Black and provide a unique twist to traditional flooring. The slight ripple effect is pre-finished with six coats of German lacquer providing sustainable flooring, backed up by the 25 years warranty on all products.



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The Playhouse Company

Play for Keeps

To show just how talented they are at creating dream buildings for your children The Playhouse Company have supplied us with these new stunning images of a recent project. This bespoke multi-platform castle boasts of a large playhouse, slide, wobbly bridge, fireman's pole, climbing wall, the list goes on!

Blenheim Carpets

A Step Above the Rest

Once again, Blenheim Carpets prove themselves as established dignitaries in their field with these beautiful stair runners. These creations of 100% wool, hand loomed, Wilton woven and Flatweave carpets are available in a range of contemporary designs including Dominica, Montserrat and Cayman.



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For everything you need visit: www.atommpr.com

- 5 Bespoke project. Multi-level platform, large playhouse, castle tower on two levels, slide, wobbly bridge, fireman's pole, swing seat, tyre trap door, climbing wall.
- 6 Bespoke project. Multi-level platform, large playhouse, castle tower on two levels, slide, wobbly bridge, fireman's pole, swing seat, tyre trap door, climbing wall.
- 7 Manchu, colour white and dark beige 100% Art Silk, hand loomed, 70cm wide only.
- 8 Aruba, colour red/blue woven wilton, 100% wool, 70cm and 4m wide.



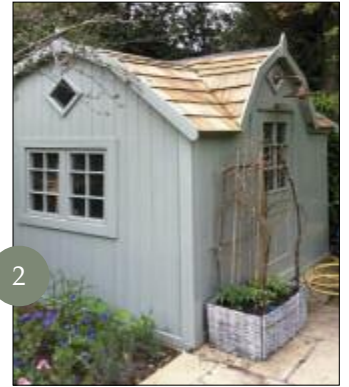
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The Posh Shed Company

By the Shed Load

These are exciting times for The Posh Shed Company with the launch of three new designs. These consist of the Dutch Barn Style Roofed, Gable End Roofed and as an addition to their Half Shed range the new Side Door Half Shed for those with gardens of an awkward shape or size.

The high standard expected from The Posh Shed Company using only the best materials, not to mention the superb security fittings available with every building make each structure Proud to be a Shed.



2

Thomas Crapper & Co

The English Rose

Not known to do anything by halves, this is no exception. Thomas Crapper and Co. is set to launch two new size shower roses that will blow previous designs out of the water. At 18 inches and a whopping 24 inches in diameter they are certainly impressive additions to the established range of stunning sanitaryware.

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Quantum Fitted Furniture

Glass Works

Quantum's creative use of glass provides the perfect finishing touches to their bespoke designs; enhancing the beauty as well as providing light, form and sculptural practicality in the kitchen. This is perfectly illustrated by the delicate Ginkgo leaf antique mirror doors, reinforced glass worktops, painted glass door panels and easy to clean glass splash backs. Let Quantum's imagination build your perfect kitchen.

6



For everything you need visit: www.atommpr.com

- Standard 7 x 5 shed built to normal high spec, door on the side elevation with additional gable end to allow full height door, roof style available with any posh shed design as part of the bespoke service.
- Dutch barn style roof, 8ft by 6ft, high spec build, triple skin walls, 5 lever security lock in door, opening casement windows, choice of ironmongery, roof style can be adapted to fit any shed size.
- 24 inch Shower Rose generally mounted in the ceiling and fed by a 'concealed' mixer valve and supply pipe. Available in Polished Brass, Nickel Plate or Chrome Plate.
- 18 inch Shower Rose generally mounted in the ceiling and fed by a 'concealed' mixer valve and supply pipe. Available in Polished Brass, Nickel Plate or Chrome Plate.
- An assortment of textured glass.
- Cupboard doors in antique mirror featuring subtle Ginkgo leaf stencilled designs.

NEW The Furniture Barn

Spoilt for Choice

Specialising in quality, handmade, wood furniture displayed in showrooms that expand over 40,000 sq ft, with products ranging from individual chairs and tables to full dining sets and kitchens all at exceptional prices. Still run by the founder, they boast over 47 years of experience and house a team of knowledgeable advisors to help you find the perfect piece for your home.



Oakmasters

A Solid Investment

With more than 25 years of experience, Oakmasters are specialists in providing both their private and commercial customers with beautifully finished oak beams, frames and oak framed buildings for houses, extensions, garages, stable blocks, swimming pool buildings and much more. Oakmasters also offer structural and aesthetic feature oak solutions which can be combined with contemporary building materials in new builds or used as great features for renovations. From beamed ceilings to a complete house; Oakmasters have the solution.



For everything you need visit: www.atommpr.com

- 7 French 'Regence' style commode of unique design. The top with aged pine framing with shaped front inlay of zinc sheet. The five, shaped front drawers of applied, patinated zinc sheet over solid wood fronts, furnished with heavy, solid brass nickel plated bale handles. Sides of carcass feet & drawer rails constructed of aged pine with 'Smokehouse' finish. W.130cm HT.80.5cm D.55cm.
- 8 An imposing, unusual bookcase. Top section with three, fully glazed astragal doors in the Gothic style, adjustable internal shelves with one fixed internal wall. Key locks. The lower section with 3 deep, moulded drawers & heavy, cast brass bale handles. HT.239cm W.218cm D.56cm
- 9 Tudor frame restoration. A red-brick and Tudor oak restored country house.
- 10 Aged decorative oakwork. Aged oakwork installed decoratively to give the illusion of an ancient oak frame.





Carron

Hot Stuff

Introducing the beautiful Dante, a bold new range of stoves from Carron, set to warm the heart of any home. With an unusually slim design, the Dante is available in a choice of 5 enamel finishes from cool blue to striking red, and the popular muted cream as well as black, green and also a standard matt black. With a 7.3kw model, the Dante also comes in a dinky 4.3kw version, which boasts no requirement for additional room ventilation.

For everything you need visit:
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- 1 The Dante cast iron Stove in 5kw and 4.5kw, approved for use in smoke exempt zones when burning wood. 79.9% efficient. Available in 5 enamel finishes as well as standard matt black.
- 2 IKRA slate vase or sculpture. All sizes come complete with their own honed natural slate stand. Available in 3 sizes; small; W40 X H15 X D6cms (stand - W12 X H5 X L20cm) medium; W50 X H18 X D6cm (stand - W14 X H5 X L22cm) large; W60 X H21 X D8cm (stand - W16 X H5 X D26cm).
- 3 Manilla wing chair and footstool.



Ingarden

Style Outside

Ingarden offer a wonderful selection of all things garden to help you enjoy your outside living space all year round. Choose from a stylish selection of high quality modern furniture, statement sculptures, water features, lighting, planters and pots and much more. Great garden gifts for Valentines and Mothers Day are also available, new products for 2012 are coming soon.

Find out more...

Atom is a specialist advertising and PR agency representing select clients within the Home Interest and Gardens & Leisure sectors. Our QPRU is intended to provide a quick reference to the latest news from our continually growing client portfolio.

Contact sheets for all of our clients are available online, in PDF or hard copy format. We pride ourselves on providing a fast and reliable service, and once selected, high resolution images can be downloaded, emailed or sent on CD immediately upon request. Please do not hesitate to contact us for further information or to arrange product loans etc.

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