

THE FURNITURE PRACTICE BROCHURE

HOW TO AVOID THE BIN? THAT WAS FIBRE'S problem when it came to designing The Furniture Practice's brochure. The firm, which sells swank modern furniture to architects to put in their swank modern spaces, needed a mailer. But, the company was relying on impersonal photography and an outdated logo. Things were not looking good – particularly given that everyone's first instinct with mail-shots is to trash them. Thus Fibre made the envelope itself a design feature. With its pixelated palate, the packaging looks like a record sleeve, enticing people to open it, while that palette's colours link to the photography creating a sense of consistency within the clean, Swiss design.

And the logo? Fibre encouraged TFP to update it to fit the firm's image. Now, TFP gets calls praising the brochures, and Fibre has gone on to apply the new logotype across the company's identity and stationery.

**'FIBRE HAS MADE THE DIFFICULT JOB OF
WINNING NEW BUSINESS A LOT EASIER'**

Nancy Wilde – The Furniture Practice

the furniture practice



SLIP CASE

the furniture practice



the furniture practice is a non-led furniture dealer, offering objective advice and service exclusively to furniture specifiers in the London area.

A dynamic and design-led company, the furniture practice was established in 1997 and has enjoyed consistent growth.

The majority of our work is for blue-chip companies from a small number of key specifiers, with whom we have a reputation for exceptional service and commitment.

the furniture practice is service oriented; we only employ experienced and well-trained staff and our product portfolio, systems and procedures are all designed to best meet the needs of specifiers and their clients.

By maintaining low overheads, we are able to combine high levels of service with extremely competitive pricing.

We cover all furniture applications and offer advice and support at all stages of the project. This may involve space planning and developing generic standards (for workstations, storage, seating, meeting areas, public areas and other ancillary applications), through to a detailed review of budgets and product options.

We provide our clients with presentation material, samples, 3D imaging and virtual imaging walk-throughs.

Our portfolio of products is selected for quality, design and functionality and is constantly reviewed and refined.

A database of our products, containing over 5,000 product images, can be viewed on our web site: www.thefurniturepractice.com

the furniture practice is able to manage highly complex projects. We routinely coordinate a number of suppliers from a variety of countries, working to different manufacturing lead times, but ensuring consolidated delivery and installation to minimise disruption to the client.

All the furniture practice project management and installation teams work to ISO9001 quality standards.

BROCHURE

the furniture practice



the furniture practice



case study 03



client Tindall, Riley & Co
architect Fletcher Priest
project Refurbishment of company HQ
area 45,000 sq feet
products Staverton, Bisley, Vitra, Hitch Mylius

t 020 8875 4747 f 020 8348 1861 www.thefurniturepractice.com

CASE STUDIES

FOR MORE INFORMATION CONTACT

FIBRE
+44 (0)7779 027655
www.fibre-design.co.uk