



CELEBRATING OUR AMAZING TEAMS!

Andy Kenough, TCM Living - CEO

Message from Andy Kenough

I want to express my gratitude to all our customers for the unwavering support we received over the past year. The retail landscape in 2023 presented its share of challenges, and I'm thrilled that despite the dynamic environment, we achieved success. More significantly, this success has positively impacted you and your business. As you may know, I am taking on the role of CEO at TCM Living, and I am genuinely excited about the future as part of the Group. While expanding my responsibilities, I remain deeply involved with Alstons and take pride in the vision and values we uphold.

We are always continually investing in our business and in 2023 we took delivery of new fleet, invested in new machinery in the factory and so much more.

We are excited to go into 2024 with our usual enthusiasm to bring new and exciting product to you with our dedicated and skilled employees. This trade talk continues to highlight more of our fabulous workforce who are the people behind Alstons.

As always I would like to thank all of my team for their continued hard work and you, our customers, for your amazing support. I look forward to welcoming you all to our stand for you to see our exciting new models Evesham and Nevada and I wish you all the best for 2024 and beyond and thank you once again for choosing Alstons as your furniture supplier.

Operations Team



Left to Right: Matt Brayfield, Rosie Reid, Jim Oddie, Ian Doyle, Mark Ratcliffe, Martin Roe, Andy Murphy

With Jim, Operations Director joining Alstons, he is closely supported with an abundance of knowledge. This Supervisory team has a wealth of experience to keep the factory running smoothly:

Rosie Reid, Operations Manager Time at Alstons - 20 years

What is the biggest change that you have seen during your time at Alstons? The internal layout of our premises in Colchester has changed immensely. Over the years the business has continuously invested, in support of plans to increase efficiencies and throughput. Our finished goods/ training areas have undergone two major regenerations, we've twice extended our mezzanine floor and re-designed the layout of our Mill/ Sewing Machinery, all without interruption or downtime in production.

If you won the lottery, what would you do? Like most people, I've often contemplated this. I have a 7-year-old daughter Penelope, she is bright, funny and the main motivation behind everything I do. I would be thrilled at the opportunity to become a full-time Mum,

provide her with all the early year's support. I could offer and enjoy spending more time together. In amongst doing that I would share the wealth, create the dream countryside home and travel. I am a passionate sailor and would sponsor the development of the dinghy class 1 race in and fund other good causes. Charitable activities close to my heart are my local Church, Parkinsons UK, and the homeless.

Andy Murphy, Production Manager Time at Alstons - 3 years

What is your favourite part of your role at Alstons? Coming from an engineering background where machines are the valuable asset my favourite part of my role is the people. I take great pride in being part of an industry where people are the value. Working alongside a great team helping them and watching them flourish in the roles they play within the business.

If you could choose one superpower, what would it be? My superpower would be time travel - I would love the ability to go back in time to see the world during the different stages of growth - from cavemen, dinosaurs, and the world as it is today.

Martin Rae, Upholstery Supervisor Time at Alstons - 21 years

You have progressed within the business - what has inspired you during your time at Alstons? In my 21 years at Alstons and traveling through the business in a variety of roles I have found the people I work alongside have helped inspire me to be my best self. Also knowing that I work for one of the leading manufacturers and the values and ethos that are held here at Alstons, helps motivate me to push harder in delivering a quality product to our end customer.

What makes you happiest? Working hard all year to spend time and just relaxing with the family during our summer and Christmas shutdowns is what makes me happiest. Cycling is awesome too.

Matt Brayfield, Sewing Supervisor Time at Alstons - 6 years

What do you like most about working for Alstons? Alstons has always offered me the opportunity of progression throughout the past 6 years. I have a fully supportive Team that enables me to achieve my goals.

If you could have had any career, what would you have chosen? I feel incredibly fortunate to have fulfilled my lifelong ambition of serving in the FM forces, however the Fire service had always remained an attractive proposition.

Ian Doyle, Mill Supervisor Time at Alstons - 2 years

What do you like most about Alstons? Overall it's the people! The team spirit across Alstons is infectious and my teams can-do attitude are what helps me to be a good supervisor and makes Alstons a great place to work.

Mark Ratcliffe, Frame Shop Supervisor Time at Alstons - 30 years

How has Alstons helped you in your career development? I started Alstons adding springs to the frames, moving into the cover stores, making frame parts and then it was suggested I become an upholsterer, where I stayed for 25 years! Having gained knowledge of Alstons, I wanted to progress to something new, which is where I became Frame Shop Supervisor in 2022. I feel fortunate to have had the opportunities and support to develop my career here, and look forward to contributing to Alstons' continued success.

What is your dream vacation? Maldives.

Frame Makers



Left to Right: Ioan Rus, Daniel Dennis, Joseph Amoah, Lloyd Taylor, Darren Chishall, Philip Burns, Sam Giblin, Zdrunus Ziliukas, Dan Middleton, Grant Marjoram, Mark Ratcliffe

Our Frame Makers assemble various frames to suit our range of models across the business and their daily plan is all built in line with the weekly schedule. Each frame starts from a trolley arriving at their workstation with wood parts cut and our frame makers then skilfully assembling the parts with astounding expertise to finish with a frame that is ready to be progressed onto our Upholsters.

FUN FACTS

- Our frame makers have 88 years of knowledge and competency across their department.
- It can take up to 12 months of training to become a fully-fledged Frame Maker to be able to build all models of ottoman, stools, chairs and up to 6 sofa models.

Progressors & Service Hands



Top Left to Right: Qutaiba Al-Bayati, Sean Booker, David Page, Gavin Watson, Che Rigby, James Wilkinson, Alex Jordan, Andy Matthias
Bottom Left to Right: Alex Abore, Stephen Manning, Paul Claridge, Jonathan Lord

We have progressors and service hands based across our site in different departments. They all have various responsibilities but if it wasn't for these individuals our upholsters, frame makers, sewing machinists and many more areas, would not be able to fulfil their work.

Our progressors determine workloads for sections, ensuring work schedules are completed efficiently and on time and our service hands are often ensuring areas are clear and tidy and always controlling and proactively suppling the moving of items. These roles are always on the go!

FUN FACTS

- It takes 15 minutes for a progressor to transfer from cutting to upholstery passing through 10 pairs of hands and up to 6 process steps.
- The combined years of experience across our progressors and service hands is 84 years.
- On average a progressor walks 14km a day!!
- Based on this, our longest serving progressor has walked 89,000km during his service at Alstons - an equivalent of walking the equator more than twice!!

Sewing Machinists



Left to Right: Matt Brayfield, Pratchhya Limbu, Hye Rim Ham, Natalie Goldsmith, Lydie Mishka Kapuku, Erika Schatz

Our sewing machinists are another core part of our business. These driven individuals receive pre-cut fabric, which is sewn according to which model is being made and changes daily. Covering off sewing the bases for the sofa, seat or cushions, scatter cushions, arm caps - the list is endless.

Our fabrics are all different, piles, yarns and so our sewing machinists are constantly changing their ways of working depending on the fabric. The knowledge of these machinists is astonishing, whilst always ensuring that all the sewn work meets our exceptional quality standards.

FUN FACTS

- We offer a concise training plan, and it can take up to 12 months to become a fully-fledged sewing machinist as well as mastery of the sewing techniques.
- It takes approximately 80 minutes to sew a complete sofa!

mill



From left: Peter Fobister, Mick Farr, Kieran Ibbotson, Mindaugas Neclonis, Thomas Booker, Jay Powell, Ian Doyle, J Michael Burgin, Stephen Childs, Simon Dye, Justin Taylor

One of our unique points at Alstons, is that we have our very own Wood Mill on site. We convert treated timber through to 5 distinct processes into a variety of custom made parts up to 5 distinct processes into a variety of bespoke designs. The mill that help Alstons provide a range of bespoke designs. The team are operating machinery that requires a combination of technical skills, physical stamina, and attention to detail to produce high-quality wood products efficiently and safely which gives the design team huge flexibility to be creative in our products.

Our team are skilled in handling several wood types and the challenges that natural products bring. This can include manual craftsmanship for some or more specialised pieces.

If you could have had any career, what would you have chosen? I feel incredibly fortunate to have fulfilled my lifelong ambition of serving in the FM forces, however the Fire service had always remained an attractive proposition.

Ian Doyle, Mill Supervisor Time at Alstons - 2 years

What do you like most about Alstons? Overall it's the people! The team spirit across Alstons is infectious and my teams can-do attitude are what helps me to be a good supervisor and makes Alstons a great place to work.

Mark Ratcliffe, Frame Shop Supervisor Time at Alstons - 30 years

How has Alstons helped you in your career development? I started Alstons adding springs to the frames, moving into the cover stores, making frame parts and then it was suggested I become an upholsterer, where I stayed for 25 years! Having gained knowledge of Alstons, I wanted to progress to something new, which is where I became Frame Shop Supervisor in 2022. I feel fortunate to have had the opportunities and support to develop my career here, and look forward to contributing to Alstons' continued success.

What is your dream vacation? Maldives.

Long Service and Dedication to Alstons



This is one of our favourite sections in the trade talk. Jimmy has worked with Alstons for 50 years and Janet and Gareth have celebrated their 25 years! Every year we are so proud to recognise the long service awards. The changes these individuals will have seen across the business are substantial but because of their support and dedication we have been able to succeed as a company, to where it is now.

Jimmy Moules - Upholsterer
50 years ago I started Alstons as an apprentice upholsterer. It has been an enjoyable and satisfying time throughout these years. Even being part of the Alstons Football team all those years ago!

Gareth Gooch - Production Control Planning Supervisor
I am proud to still be a part of Alstons after 25 years and am grateful for the opportunities and experiences it has provided me. I look forward to many more years of growth and success with the company.

Janet Smith - Sewing Machinist
I have enjoyed my 25 years at Alstons. I have met plenty of nice people. The work is challenging but offers a good reward. I take great pride in viewing our sofas in shops, knowing I have contributed to these.

QUALITY through the factory



Left to Right: Samantha Martin, Noreen Ibar, Geoff Hambling, Kristina Savari, Daniela Roa Alfonso and Bailey Pryke

Geoff Hambling our Quality Control Manager has been with Alstons for over 50 years and has a deep knowledge and understanding of the company.

The Quality Team are integral to supporting Alstons' passion for quality. They are involved throughout the process supporting the business from supplier quality through each step to customer service and post sales. This team is not just a gatekeeper of standards, but are involved in the design and continuous improvement process to enhance the customer experience.

Minerva Award Winners!



Top Left to Right: Perry Munns, Scott McNabney, Mark Sant, Chris Shaw. Bottom Left to Right: Roy Beagant, Andy Kenough, Jim Orr

We were pleased to receive the Minerva Furniture Group UK Supplier of the Year 2023 Award - determined by Excellent Designed Products, Exceptional Customer Service, and Excellent Product Quality. It is at times like this that we are reminded how our commitment and hard work is appreciated and enjoyed by our customers.

www.alstons.co.uk



Contact:

E: sales@alstons.co.uk

T: Sales: 01206 733 301
T: Service: 01206 733 306

Alstons Sofas for Living

Nevada



2 seater sofa in fabric 4952, small scatter cushions in fabric 4227, black ash legs. Grand sofa in fabric 4819, large scatter cushions in fabric 4227, small scatter cushions in 4625, black ash legs. Idaho accent chair in fabric 4227, black ash arm and legs.

January
Furniture
Show

21 to 24 January 2024 - NEC Birmingham
Hall 1 Stand C52

New products for 2024



Nevada & Idaho

Introducing our stunning contemporary new design with simplicity and flare all at once. Nevada features clean lines and a sleek silhouette, its minimalist design allows it to seamlessly integrate into any interior style, from modern and Scandinavian to transitional and eclectic. But what sets this sofa apart is its subtle touch of flare. The angular arms are finished off with a tapered hand-crafted leg made from character Ash with two-tone finishes to enhance the lovely grain patterns, adding personality and charm. Opt for Lined Black Ash for a strong contrast or Weathered Ash for a warm softer look.

Choose from a mix of high-quality fabric options including slubby chenille plains and velvet fabrics that combine effortlessly with our carefully designed geometric accents that suit a variety of interior décor styles. Go with bold and vibrant or more subtle neutral tones to match your desired aesthetic.

Nevada is available in three sizes of sofa, a compact Snuggler, an Armchair and choice of practical footstools that serve as an extra place to perch or somewhere to stow away the clutter.

We've also developed a new chair to complement Nevada. Make a statement and create a cosy atmosphere with our Idaho Accent Chair. The standout feature is its beautifully crafted arms. Made from high quality FSC® certified Ash, the arms provide a stunning contrast to the upholstery, perfectly matching the finishes of Nevada, bringing a touch of natural beauty into the home and a great place to relax and unwind.

Nevada



Snuggler in fabric 4622, small scatter cushions in fabric 4113, black ash legs. Grand sofa in fabric 4747, large scatter cushions in fabric 4623, small scatter cushions in 4113, black ash legs. Idaho accent chair in fabric 4623, black ash arms and legs. Idaho accent chair in fabric 4113, black ash arms and legs.

Evesham & Woodstock

The brief was to create a sofa that introduces a country-style vibe with a cosy, relaxed, and inviting feel. I wanted to create a sofa that ticks all these boxes. It had to be timeless, easy to live with, yet refined and comfortable. Evesham has the best of both worlds – casual with beautiful pillow back fabrics, a great sofa to curl up on in front of the tv or choose the classic back cushions for more formal elegance when entertaining.

The design is subtle, understated, with a perfectly proportioned saber arm, hand pleated soft styling, finished off with a line of antique studs, each individually hand tacked in place. Of course, the studs are optional, sofas can also be supplied without if preferred. Crafted with meticulous attention to detail, sofas are fitted with solid ash feet, hand finished in Warm Grey or Antique colours to match perfectly with any interior.

There's a choice of beautiful fabrics ranging from vintage floral designs to plaids and stripes with warm earthy shades to create a rustic inspired aesthetic. The overall look embodies rustic and nostalgic charm, drawing inspiration from the elements of farmhouse or paired back, cottage-style interiors with some looks featuring bolder statement colours to contrast against neutral interior schemes.

The range includes three sofa sizes with a choice of classic or pillow back, a Snuggler, Armchair and our usual range of matching Ottoman and stools.

A country inspired collection would not be complete without a wing back chair. The Woodstock Accent Chair has been designed to complement Evesham, a classic piece with a modern twist.

EVESHAM



Snuggler in fabric 4555, small scatter cushions in 4628, antique ash feet. Grand sofa (pillow back) in fabric 4738, 2 pillows in 4273, 2 pillows in 4628, 1 pillow in 4123, small scatter cushions in 4555, antique ash feet. Woodstock accent chair in fabric 4273, antique ash/antique brass castor legs (AC102). Ottoman in fabric 4123, antique ash feet. (Snuggler, Grand sofa and Woodstock accent chair shown with optional antique studding).



2 seater sofa in fabric 4952, small scatter cushions in fabric 4227, black ash legs. Grand sofa in fabric 4819, large scatter cushions in fabric 4227, small scatter cushions in 4625, black ash legs. Idaho accent chair in fabric 4227, black ash arm and legs. Legged ottoman in fabric 4625, black ash legs.



Grand sofa in fabric 4908, large scatter cushions in fabric 4338, small scatter cushions in 4628, weathered ash legs. Idaho accent chair in fabric 4338, weathered ash arms and legs. Legged ottoman in fabric 4628, weathered ash legs.



3 seater sofa in fabric 4629, large scatter cushions in 4224, weathered ash legs. Idaho accent chair in fabric 4224, weathered ash arms and legs.



2 seater sofa (standard back) in fabric 4628, small scatter cushions in 4123, antique ash feet. Woodstock accent chair in fabric 4273, antique ash/antique brass castor legs (AC102). (All items shown with optional antique studding).



Chair in fabric 4629, small scatter cushion in 4120, grey ash feet. (Shown with optional pewter studding.)



Snuggler in fabric 4040, small scatter cushions in 4626, antique ash feet. (Item shown with 'no stud' option).



3 seater sofa (standard back) in fabric 4277, large scatter cushions in 4627, grey ash feet. Grand sofa (standard back) in fabric 4629, large scatter cushions in 4277, small scatter cushions in 4120, grey ash feet. Woodstock accent chair in fabric 4550, grey ash/brushed nickel castor legs (C101). (All items shown with optional pewter studding).



3 seater sofa (standard back) in fabric 4590, large scatter cushions in 4910, grey ash feet. (Item shown with optional pewter studding).



Chair in fabric 4819, small scatter cushion in fabric 4227, black ash legs.



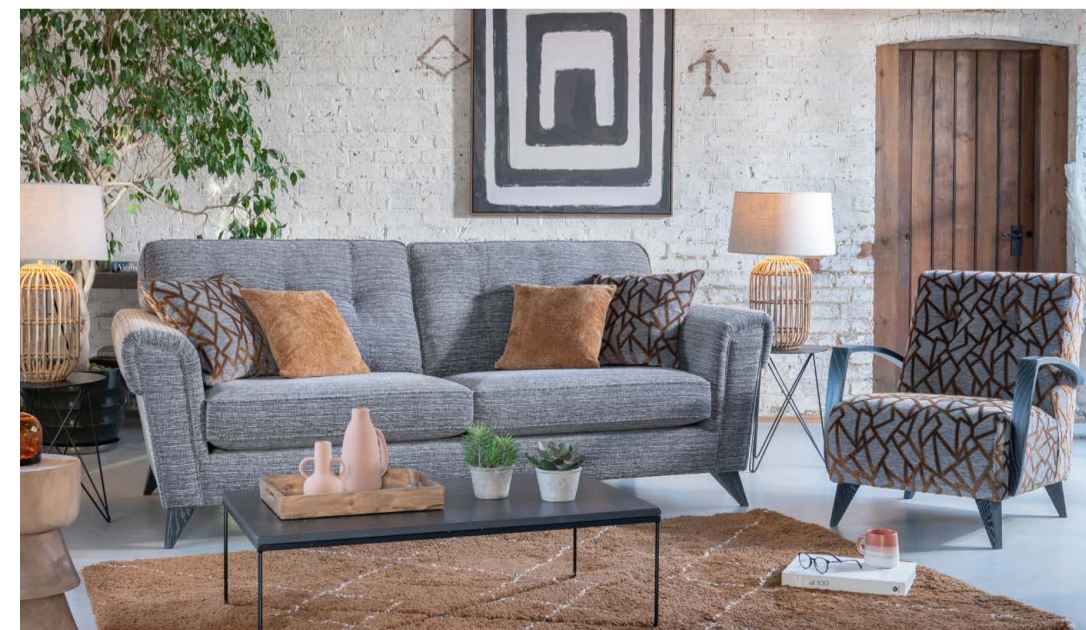
Black ash legs. Weathered ash legs.



Our new two-tone wood finishes - black ash (left) in fabric 4227 and weathered ash (right) in fabric 4224.



Grand sofa in fabric 4878, large scatter cushions in fabric 4000, small scatter cushions in 4510, black ash legs. Idaho accent chair in fabric 4000, black ash arms and legs. Legged ottoman in fabric 4510, black ash legs.



Grand sofa in fabric 4877, large scatter cushions in fabric 4005, small scatter cushions in 4515, black ash legs. Idaho accent chair in fabric 4005, black ash arms and legs.



Grand sofa (pillow back) in fabric 4868, 3 pillows in 4040, 2 pillows in 4626, small scatter cushions in 4620, antique ash feet. (Item shown with optional antique studding).



Woodstock accent chair in fabric 4910, grey ash/brushed nickel castor legs (C101). Grand sofa (pillow back) in fabric 4660, 3 pillows in 4590, 2 pillows in 4918, small scatter cushions in 4470, grey ash feet. Ottoman in fabric 4660, grey ash feet. (Woodstock accent chair and Grand sofa shown with optional pewter studding).