

Press release

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Hepplewhite creates a thousand options with new colour surround

Hepplewhite Fitted Furniture, specialist supplier to the UK's independent bedroom retailers, has developed a new colour coded surround for its sliding wardrobes creating more than 1,000 door/frame options.

Previously only aluminium was available but now with the colour coded frame there can either be contrasting or matching colours.

This latest innovation reflects the flexibility of styles being provided by Hepplewhite, which has been making fitted bedroom furniture for two generations and specialises in serving the independent retailer.

Tim Gent, Hepplewhite national sales manager, said: "We introduced the colour coded frame to provide more variety. The frames come in a choice of 12 colours. They are also easier for the fitter to scribe and install. Sometimes it's the small details that matter the most. The response we have received has been universally positive. Taking into account every variant including sizes and colour we now have 1,000 door/frame combinations.

"We know that retailers find it easier to sell when there is more choice and flexibility in the range and this has been reflected in the positive response we have had.

"We are committed to continually developing and improving our products to ensure that Hepplewhite is the supplier of choice for all independent retailers."

For further information please visit www.hepplewhitefittedfurniture.co.uk

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Picture caption

An example of Hepplewhite's new colour coded surround.

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