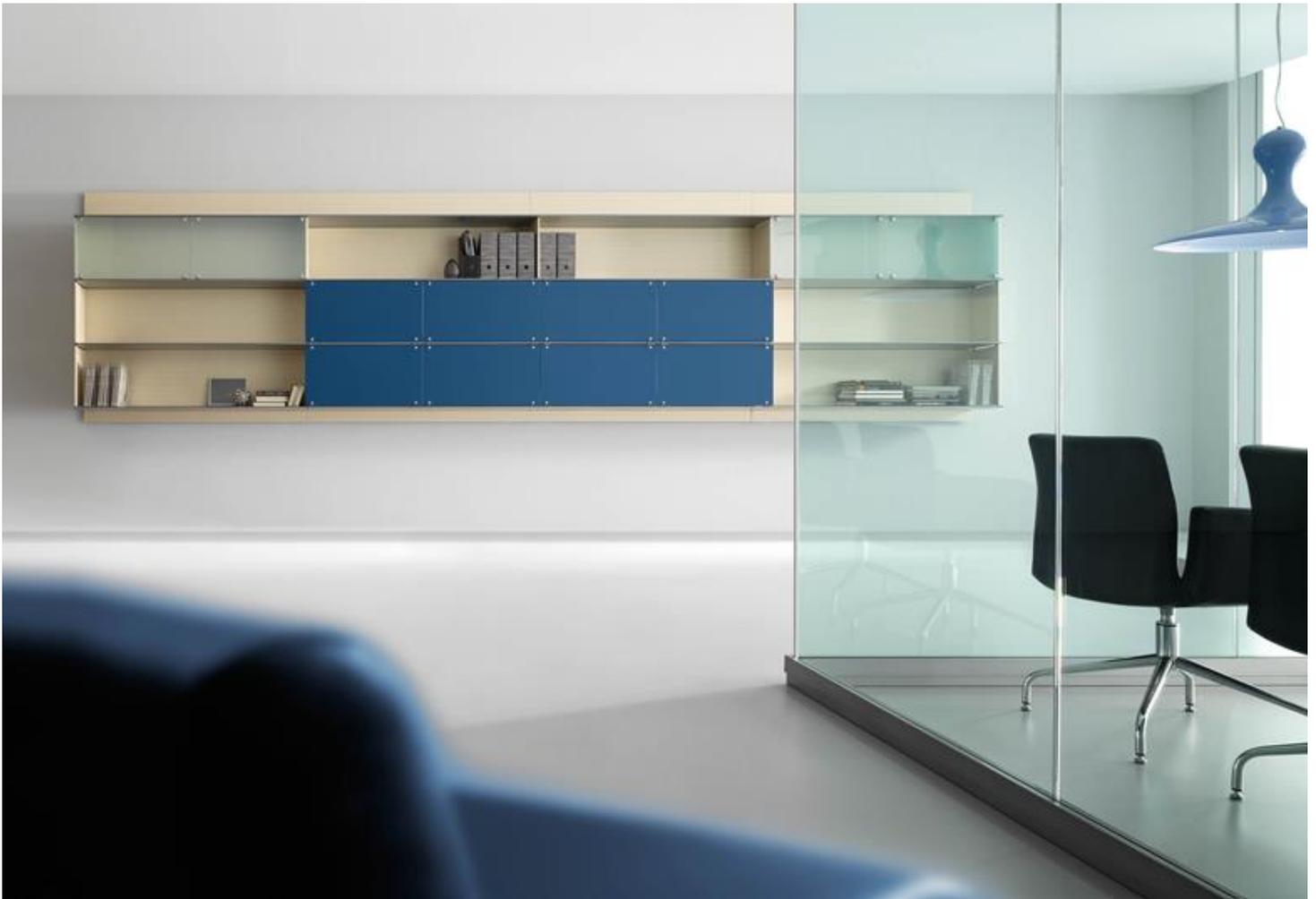


Office furniture startup launches in Britain; three brands to enter UK market

17 February 2017



toff to launch Faram brand back into the UK

A new independent office furniture firm has launched in the UK securing distribution rights from three global manufacturers.

London-based The Office Furniture Family (toff.) officially launched last month and has implemented a partner distribution model to give the business 'national scope and reach'.

Founded by Lawrence Rivers, the company, which has seen £150,000 of investment, has agreed

exclusive UK distribution rights with Italian headquartered office interiors specialist Faram 1957 spa, Chinese-based chair manufacturer ASiS Seating and the Parisian commercial textile design house Lily Latifi.

All three are expanding into the UK market through toff, who has begun negotiations with a number of potential dealer partners across the UK and in Ireland, details of which remain tightly under wraps as the business goes through its launch period.

Of the three brands, Faram will make its long awaited UK return through toff having already established itself as a major player in the UK office furniture and partitioning sectors back in the 90s. Faram cut ties with the UK in 2011/12 due to streamlining its global performance, which eventually saw the business both enter and re-emerge from administration in 2014.

Under its new Italian parent company, Aliante Partners, Faram have been working hard to reinstate its brand into the world's major centres, of which many already have a large Faram installed base. Working in partnership with London's A&D elite it has secured some of the highest profile UK projects of the last decade, including McLaren Technology Centre and St Mary Axe (Foster + Partners), S.J Berwin (HOK), Barclays Canary Wharf (Pringle Brandon, now Perkins + Will) and Sky (BDP).

toff now plans to establish its UK dealer partner base, with future plans to open a UK group show space once targeted turnover has been achieved.

Managing director, Lawrence Rivers, told Cabinet Maker: "At its inception our aim was to create a business that offered something different into the UK & Irish specification sectors. Not a one-size fits all offering but instead to represent a cache of world-class manufacturers and their brands, each carefully selected to meet the needs of today's modern workplaces & workers.

"Our goal is to leverage the toff. organisation as an incubation vehicle to nurture and grow each of our brands with them ultimately justifying their own dedicated leadership, administration, sales and distribution teams."

Lawrence, who has over 25 years of working within the interiors industry decided the time was right to launch toff, which has been 'on the back burner' for the past 18 months, "I reached a point in my life where I was financially stable enough to take what has been an entrepreneurial life-long desire to create and launch my own interiors business."

"Our marketing team are working on the website, whilst our sales team is busy making contact with the shortlist of potential dealer partners and responding to a number of chunky sales enquiries



Lawrence Rivers, founder of toff

that have happily taken us by surprise,” Lawrence added.