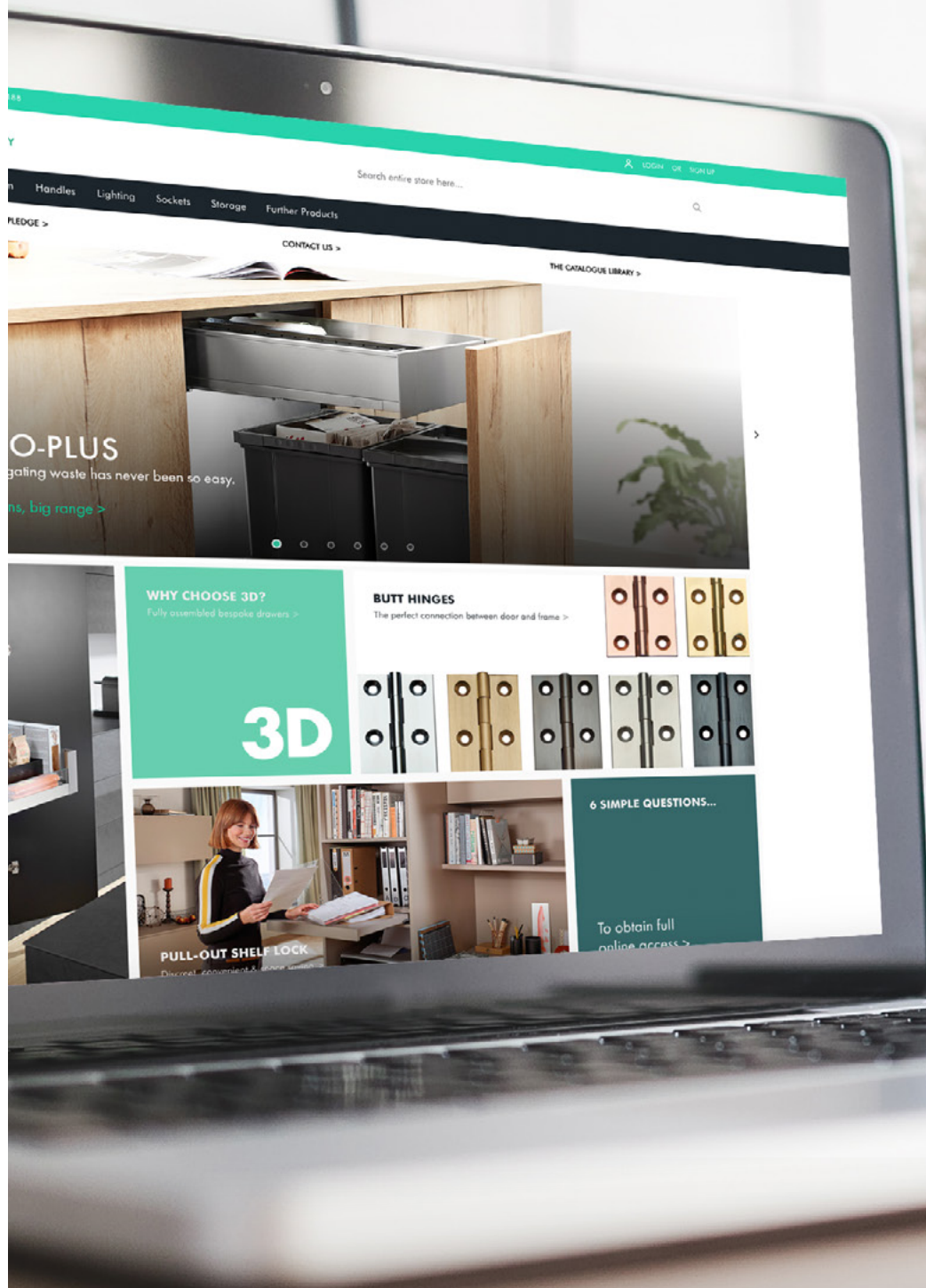
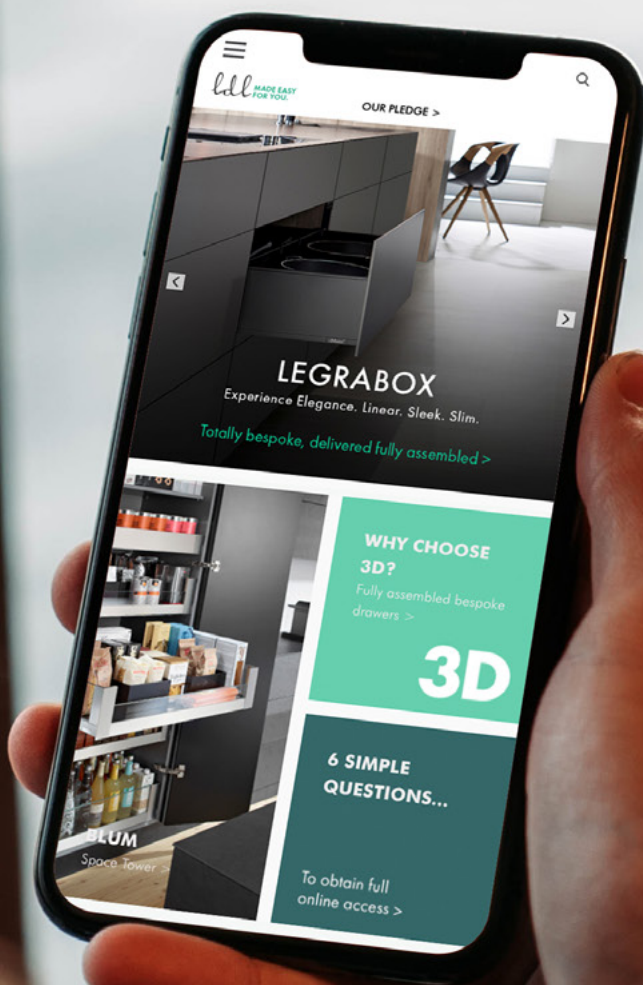


# BROADCAST

BRANDS | NEWS | TRENDS | FEATURES



08.20



08.20 EDITION  
Website Feature



## WELCOME TO ISSUE FOUR OF BROADCAST

Our monthly magazine that provides inspiration and insight into various aspects of our business, and how this may help to serve yours. Within each edition of broadcast, you will find features on brands, information on latest trends within the fitted furniture market, a day in the life of one of our customers and the very latest news and information on what is happening within our business and how this will benefit yours.

I am immensely proud of our business and the team that chooses to work within it, my hope is that over a period this publication goes some way towards providing you with a greater understanding of our values, values that place customers at the heart of every decision.

A very sincere thank you for your continued support, we do not take this for granted and I hope you enjoy the read.

Best regards

A handwritten signature in black ink that reads "Simon". The script is fluid and cursive.

We consistently seek to develop and improve the service we offer, always striving to make things simple. If you have any suggestions or ideas that you feel would benefit your particular business I'd love to hear from you, please feel to contact me anytime [simon.ogden@ldlonline.co.uk](mailto:simon.ogden@ldlonline.co.uk)

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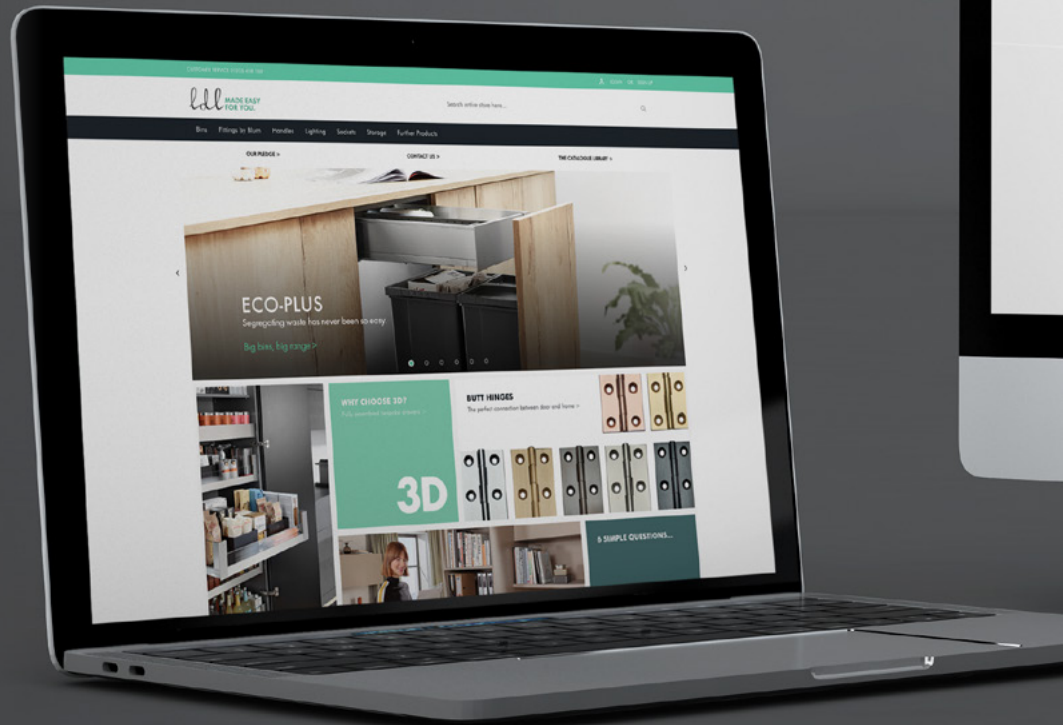
# BROWSING & ORDERING MADE EASY

It's been years in the making but we are really excited to be the proud owners of a brand new shiny website. The website is the perfect place to browse, be educated, keep up to date with the latest products and checkout securely.

Our customers have been at the heart of every decision in the process of building the website and our main focus has been to improve customer experience and turn complex configurations and product solutions into simple and clear options for our customers. Running alongside the website is also a brand new ERP system which gives us the ability to better manage our operations, advance customer experience and provide the wider business with a tool for change and improvement.

We understand now, more than ever, how important it is for our website to be accurate, quick and easy to use, informative and a system that our customers can rely on and use to enhance their own business. We continuously seek to improve our customer journey and appreciate any feedback from our customers, which will help us to enhance and adapt the website to benefit our customers.

Once logged into the website, users can get access to all features including the drawer configurator, prices, more product choices and accounts management.



## EASY TO NAVIGATE

The website is easy to navigate and allows users to find content in just a couple of clicks. Having a clear menu structure aids the ability to navigate between pages quickly and efficiently and on all devices.



## MULTIPLE DEVICES

To ensure our users will have the best experience possible on our website, we have designed the layout to be fully responsive on all devices, i.e. tablet, smart-phone, desktop, allowing the website to adapt to the size of any screen it is being viewed on, providing a seamless user experience. Users can browse and order 24 hours of the day, 365 days of the year, eliminating office closing hours.



## MANAGE YOUR ACCOUNTS

We are in the process of upgrading the accounts area to make life easier for users. Over the next few weeks, customers will be able to view all orders and check their order status.

# OUR WEBSITE - YOUR PRODUCT PORTFOLIO

Our website is the perfect tool to use as a product portfolio for your customers, whether in the showroom or on-site and on multiple platforms. Prices are hidden when the user is logged out to allow customers to browse through the products with ease. The filtration option provides the ability to narrow down search options, simplifying the process and saving valuable time. We have also created an extensive catalogue library where you will find all of our latest catalogues and marketing material, as well as technical manuals.

WEBSITE FEATURE

6

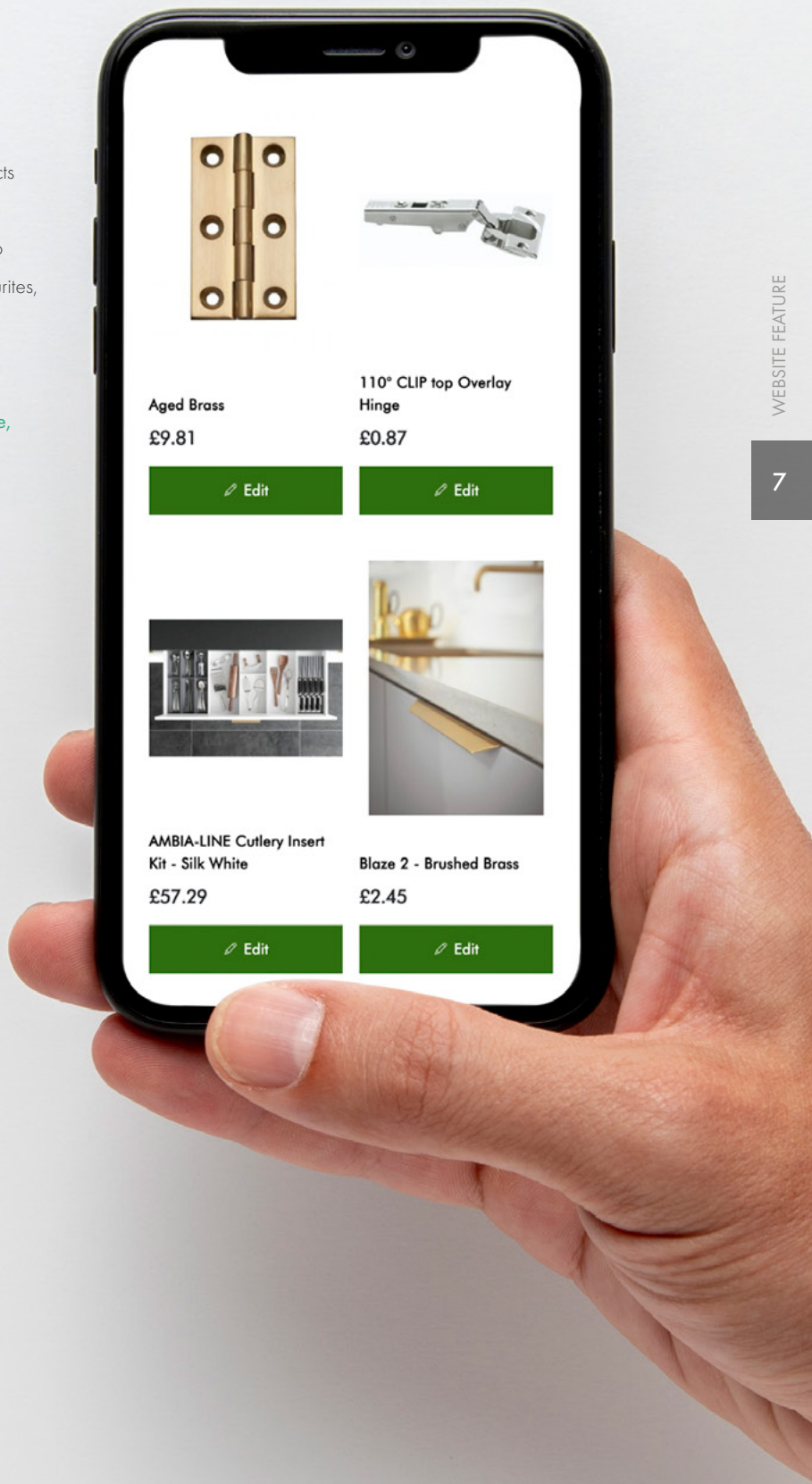




# FAVOURITES

A quick and convenient way to build up a list of products that you are interested in buying - be it now, or in the near future. With the additional feature of being able to change the quantities of any products listed in the favourites, allowing for fast, simple ordering.

Look out for the 'heart' icon on all products to add to your favourites list. To view your favourites at any time, go to your accounts.



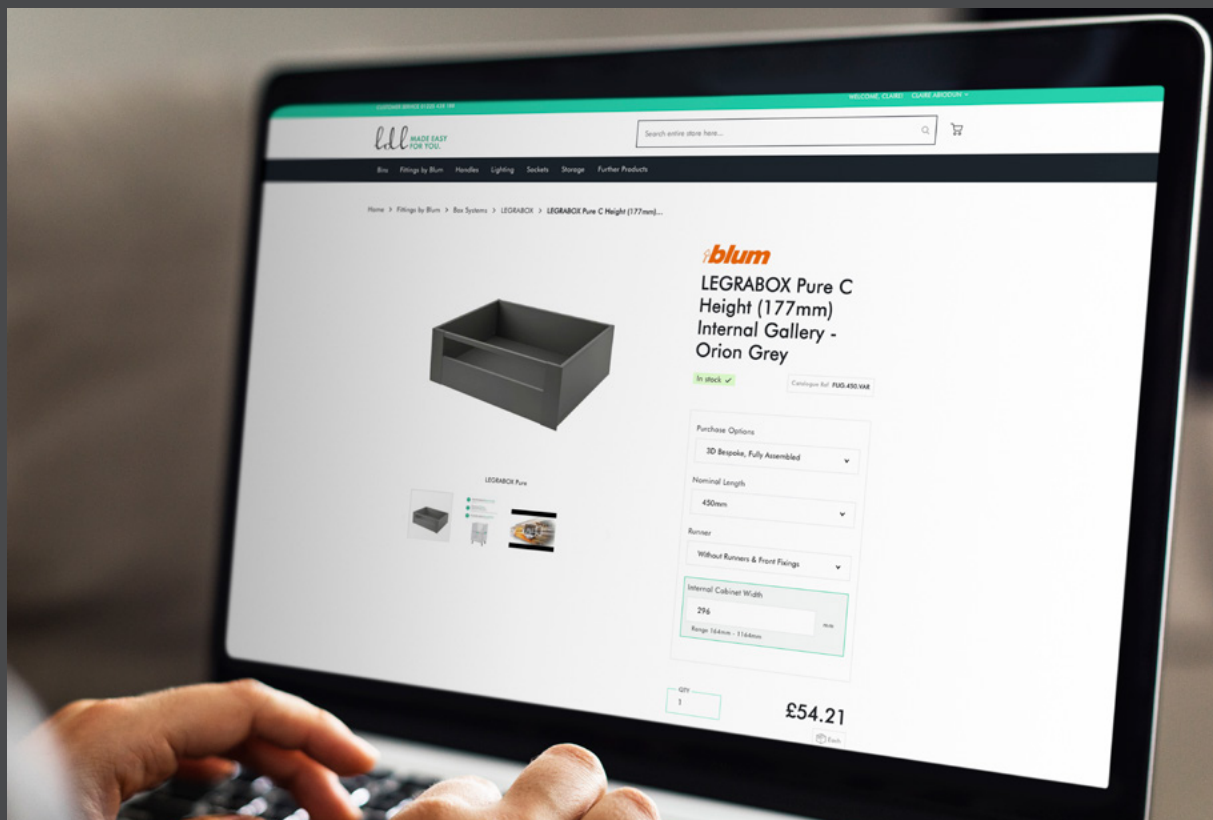


# 3D

## ORDERING 3D IS EASY

3D is a solution that provides fully assembled bespoke drawers, individually manufactured to your exact specification.

Ordering 3D drawers on the website is easy. The new 3D configurator allows the customer to specify a bespoke drawer in just 3 simple steps - with 3 bespoke options - nominal length, runner options and internal cabinet width. Once options have been chosen, a price is shown within seconds!





# 8 MILLION

COMBINATIONS OF FULLY ASSEMBLED DRAWERS AVAILABLE ON THE WEBSITE.

4 colour variations, numerous runner options and any size ranging from 164mm - 1164mm



# INTRODUCING ECO-PLUS

PRODUCT FEATURE

10

The NEW ECO-PLUS range of integrated waste bins is the ultimate solution for the kitchen. With a higher demand for larger bins and more choice needed for recycling and segregation, the ECO-PLUS offers larger bin capacities than any other integrated waste bin solution.

## Perfectly Organised

The additional utility drawer positioned on top of the bins allows for spare bin bags and accessories to be stored and kept organised. All drawers are provided with Blum AMBIA-LINE inner dividing systems - keeping drawers beautifully organised. The flexible cross dividers can be easily adapted to the size of storage items.







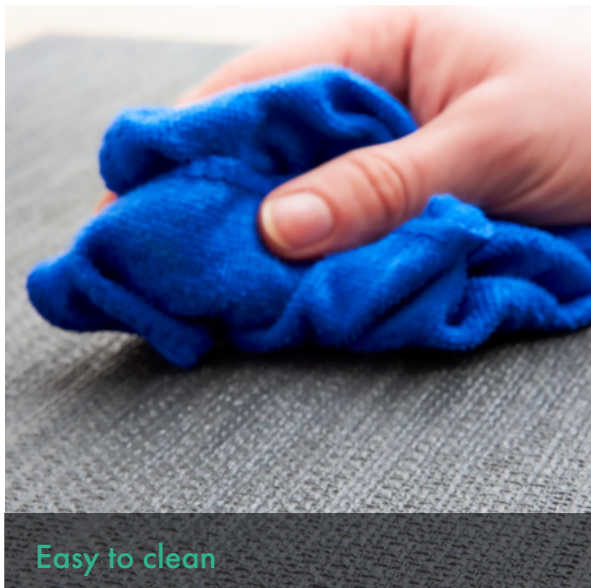
Larger bins, greater capacities

The ECO-PLUS utilises the entire footprint of the cabinet with no wasted space - allowing for larger bin capacities and an increase in the individual waste bins per cabinet.



Strong & stable

With high sided drawers and an additional cross divider, the bins won't wobble or move when the drawers are opened and closed.



Easy to clean

Non slip matting included within the drawers can be easily removed and cleaned.



Quick and easy installation

The ECO-PLUS is incredibly simple to install and is delivered fully assembled with bins in position. Simple to use installation instructions are also supplied.

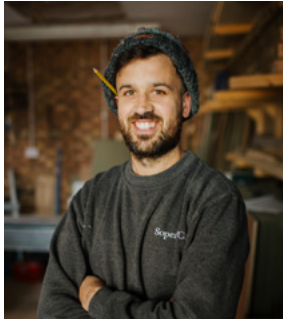
### Choice

**Colour:** The drawer is available in 4 colours: Orion Grey, Stainless Steel, Silk White and Terra Black.

**Motions:** Three motion technologies are available. BLUMOTION, TIP-ON BLUMOTION and SERVO-DRIVE

View our full range of ECO-PLUS at [www.ldonline.co.uk](http://www.ldonline.co.uk)





## CUSTOMER Q & A WITH MATT SOPER&CO

### What is the history of Soper&Co?

Soper&Co was created in 2011 by myself, Matt and Amy. Based in Toddington, Bedfordshire, it started as a small showroom in a partitioned off part of a workshop. It was run alongside full time work, opening on Saturdays only, selling a selection of handmade and refurbished furniture as well as a small selection of gift and homewares to attract people off the beaten track.

In 2013 we took on a renovation project on the village high street, a 5 minute walk from the original workshop/showroom space on the local farm. Bringing a redundant shop back to life that had been closed for 20+ years was a labour of love, restoring some of its original features to retain the traditional feel of the space.

The business moved to its new home on the village high street in November 2013 and this is when full time work was quit to take the plunge into self employment. It's gone from strength to strength, as projects I've done for customers have got more in depth and now work is mainly bespoke fitted pieces including walk in wardrobes, alcove unit, all bedroom and office furniture.

We use social media as a diary of our work to showcase the skilled craftsmen behind each piece as well as the styles and designs that have been done to inspire customers for their own homes.

### What makes Soper&Co stand out from the crowd?

Keeping retail alive is our aim. We are inspired by products that are beautiful yet practical and providing our customers with quality and something they will treasure. Our furniture service provides quality bespoke pieces designed alongside our customers to meet their wants and needs.

Getting that perfect piece for our customer whether it be furniture or a gift, going that extra mile and providing service you deserve.





" WE ARE INSPIRED BY PRODUCTS THAT ARE BEAUTIFUL YET PRACTICAL AND PROVIDING OUR CUSTOMER WITH QUALITY AND SOMETHING THEY WILL TREASURE."



### What does the future hold for Soper&Co?

Soper&Co is made up of a combination of services. Pop by to enjoy the newest addition to Soper&Co (coffee) for a cuppa, pick up a card, gift or something for your home in our shop on the high street or shop online. Then when things get festive you can pop down to our Christmas Courtyard to pick your Christmas tree which we can deliver locally in our little Piaggio truck.

The furniture side of Soper&Co has evolved over the years and we now specialise in a fully bespoke fitted furniture service.

We will continue to provide a high quality product and service, taking time to get to know each of our customers so we can meet their needs.

### Words to live by?

'Independent'

'Quality'

'Love what you do'



Are you passionate about your business? Please get in touch to be featured at [marketing@ldlonline.co.uk](mailto:marketing@ldlonline.co.uk)



# TAKING STORAGE TO NEW LEVELS

Create extra storage space behind toe kicks, provide easy access to wall cabinets and let children lend a helping hand - SPACE STEP brings multi-functionality to cabinet plinths.



THE SPACE STEP  
PLINTH SOLUTION





**blum**

View the Blum SPACE STEP  
at [www.ldlonline.co.uk](http://www.ldlonline.co.uk)



Nice & High

You have to use every inch of space in compact homes. SPACE STEP allows you to use the space right up to the ceiling. The new plinth solution gives you easy access to the top shelves of wall cabinets.



Nice & Gentle

Thanks to motion technologies by Blum, SPACE STEP opens with ultimate ease, for example with the SERVO-DRIVE electrical opening support system. And it closes softly and effortlessly with soft-close BLUMOTION.



Nice & Safe

The SPACE STEP plinth solution helps little ones reach worktops, washbasins and sinks. Activated by a weight of just 8kg, the anti-slip system securely locks the SPACE STEP in position.



# YOU TALKED, WE LISTENED

We've been listening and observing our customers needs since the website was launched and the need for instant messaging is now something very high on our priority list.

Over the next few months we will be implementing live chat on the website to resolve customer queries even more quickly. We understand the importance of continually improving our service and loyalty to our customers and we know that making our support easy, hassle free and instantaneous will be a huge benefit.

Live chat will allow us to give quick answers to questions about products, solve problems faster, and assure our customers that we're here when they need us.

Keep your eyes peeled at [www.ldlonline.co.uk](http://www.ldlonline.co.uk)

How can we help?

When can i expect delivery?

Your order is out for delivery today.

That's great, thanks!

Can we help with anything else today?

No that's everything thanks.

Have a great day!

## 61 TREES AND COUNTING...

We are delighted to learn that we have saved 61 trees from being cut down in 2019 through our efforts to package goods ethically.

With the use of Easypack technology and its 100% recyclable and 100% biodegradable paper packaging, the business has saved 61 trees from being cut down. We know that every contribution, no matter how small or large, is making a difference.

We remain committed to protecting the environment as much as we can, with innovative packaging that uses less raw materials and maximises recycled content. Our certificate from Pregis will be proudly placed on the wall and we hope to improve the figures next year!

Learn more about our environmental policy at  
[www.ldlonline.co.uk/environment](http://www.ldlonline.co.uk/environment)





## CUSTOMER SERVICE WITH AMMAR...

We are excited to welcome Ammar to the LDL team and appoint him as our new Customer Experience Manager.

With over 17 years of experience in customer services - from banking to world leading online travel and hospitality services, Ammar brings with him an abundance of knowledge. We share the same goals with Ammar and that is to create an amazing experience for our customers.

Here's what Ammar has to say about his plans for future aspirations for LDL...

"I want to create a world class experience for our customers because it's the customers experience that really separates us from our competitors. I am so intrigued about the industry and will be looking at how we can do things differently, being different will make us stand-out and really set us apart from the rest. We want to get things right the first time and every time and to do this we need to really listen to our customers when we get things wrong and understand what they need. I also have plans to implement new tech to further enhance the customer experience, please watch this space! "

We are continually seeking to improve our customer service and if you do have any suggestions, Ammar would love to hear from you. Please email [ammar.doggar@ldlonline.co.uk](mailto:ammar.doggar@ldlonline.co.uk)





*Signature*  
DESIGNED FOR LIFE

# A touch of Luxury

INTRODUCING FLOCK MATTING...

Soft and velvety to the touch, our Signature luxury flock matting is designed for use inside any box system where attention to detail really matters. Its unique structure gives the drawer a luxurious look and special feel whilst providing noise-damping.

View the full range of matting at [www.lldonline.co.uk](http://www.lldonline.co.uk)





# MOVENTO

The outstanding quality runner system.

- Synchronised smooth running action.
- BLUMOTION technology adapts and ensures a silent and effortless closing action
- Side and depth adjustment so gap alignment is quick and easy, precise and tool free
- Available for load bearing classes of 40 and 60 kg
- Combine the runner system with SERVO-DRIVE, TIP-ON BLUMOTION or TIP-ON and your furniture will open at a single touch.

17 depth, 2 weight capacities, 3 motion technologies

View the full range of MOVENTO at [www.lidonline.co.uk](http://www.lidonline.co.uk)



## PULL-OUT SHELF LOCK

Discreet, convenient & space-saving

View the Blum Pull-out shelf lock at [www.lidonline.co.uk](http://www.lidonline.co.uk)



Image courtesy of Simply Storage

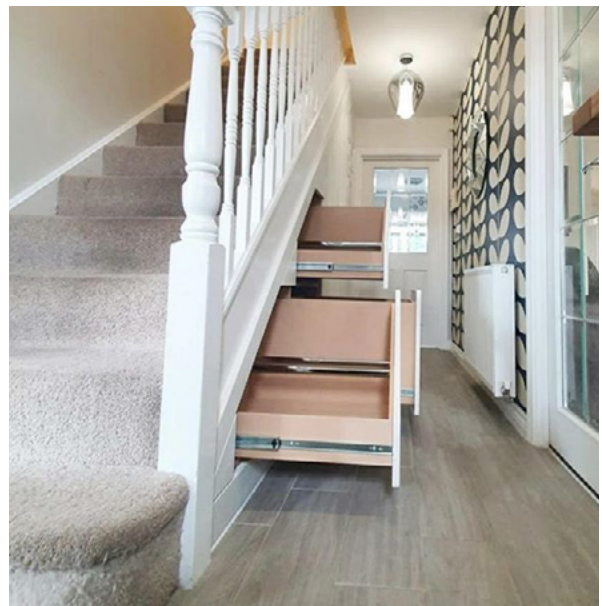


## TREND 2020 CLEVER USE OF SPACE

Storage can be one of the most crucial elements to a happy, healthy, and organized living or work space. The utilisation of space is becoming much more important than how much actual space exists. Incorporating well-designed interior spaces with high-quality storage solutions allows everyone to go about their day-to-day activities without extra stress – and the balanced combination of function and décor.

Under stairs storage units are becoming increasingly popular in the home and neatly store the items which traditionally clutter the hallway space from shoes and coats to toys and luggage. The units make excellent use of the inaccessible space at the lower end of the staircase, offering various drawer configurations and weight capacities. The storage opportunities are endless, from shoe storage to wine storage and everything in between.





THE UTILISATION OF SPACE IS BECOMING MUCH MORE IMPORTANT THAN HOW MUCH ACTUAL SPACE EXISTS



# BEAUTIFULLY FUNCTIONAL

Though small in size, the stay lift inspires with many integrated features. That's what makes AVENTOS HK top the ideal solution for furniture where every detail counts.

## AVENTOS HK TOP



AVENTOS HK TOP BLENDS DISCREETLY INTO TALL UNITS AND WALL CABINETS. THE STAY LIFT HAS ALREADY WON SEVERAL AWARDS FOR ITS MINIMALIST DESIGN.

blum

blum®

#### Minimalist design and ease of use

AVENTOS HK top blends discreetly into tall units and wall cabinets. Fronts open up and out of the user's way so the wall cabinet can be left open during cooking.

#### Integrated features

AVENTOS HK top boasts many integrated features (such as a safety mechanism and opening angle stop) which greatly facilitate assembly and installation. What's more, even large and heavy fronts open and close with ultimate ease.

#### Compact range

Just 4 types of lift mechanisms are needed to cover all applications. The lift mechanisms and front fixing brackets have been designed for symmetrical use.

#### Motion technologies

BLUMOTION gives you soft and effortless closing. You can also combine the lift system with the SERVO-DRIVE electrical motion support system - for the entire kitchen or individual applications. And handle-less fronts open with ease with the TIP-ON mechanical system.



View our full range of Aventos at [www.idlonline.co.uk](http://www.idlonline.co.uk)



# AQUA-STOP WATER DRIP MATTING

NEW finish available - Black with Steel Overlay finish

AQUA-STOP water drip matting offers the ideal protection against leaks and liquid spills damaging cabinets. The unique semi-spherical shape on the surface allows up to 6 litres of liquid per square metre to be collected.

*Signature*  
DESIGNED FOR LIFE





# COMING SOON

## LEGRABOX

Available to order in August

BRANDS

25



Neatly store and easily connect electrical items with LEGRABOX e,  
the in-drawer power solution.

### Popular applications:

- **Kitchen** – declutter worksurfaces
- **Bedroom** – store, charge and easily use your most frequently used electronics
  - **Home office** – eliminate distractions whilst charging devices
- **Hotels & hallways** – empty pockets and never misplace your mobile phone and tablet again
  - **Lockers** – place items on charge whilst working-out

View the full range of at [www.ldlonline.co.uk](http://www.ldlonline.co.uk)



HABIT by  
**furnipart**





## A new era for the handleless kitchen.

Furnipart's ingenious handle design solution – HABIT. Small in size but big in stature, this design with its ribbed surface, functions as a visual identifier, showing where the user must press the front of the unit or drawer to open it. It creates a completely new habit, hence the name, HABIT. The design solves two well known issues in handleless kitchens - the problem of being a guest in someone else's home and stressing out trying to find out how to open the units or drawers in their kitchen and the elimination of dirty and greasy marks left on the front of units and drawers by people's fingers.

**Available in Brushed Brass, Anthracite, Matt black & Inox**

View our full range of Furnipart handles at [www.ldlonline.co.uk](http://www.ldlonline.co.uk)

# Our new delivery charge is just £1



Orders **below** £100 ex VAT - **Just £1** - next day delivery

Orders **over** £100 ex VAT - **FREE** - next day delivery

No hidden catches... we're just keeping things simple.

Terms & Conditions apply | UK mainland only | Excludes online web traders



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