

BROADCAST

BRANDS | NEWS | TRENDS | FEATURES



12.19



ddl DESIGNED FOR LIFE

12.19 EDITION
Smart with Storage

AMBIA-LINE

blum



WELCOME TO ISSUE TWO OF BROADCAST

Our bi-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 customer feature 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

LDL Components Limited | Unit 12 | Graphite Way | Rossington Park | Hadfield | Derbyshire | SK13 1QH

Tel: 01225 438 188 | Email: sales@ldlonline.co.uk | Web: www.ldlonline.co.uk

SMART WITH STORAGE



PLAY VIDEO

Smart kitchen storage ideas are essential in the modern kitchen. The traditional heart of the home is no longer just a space for cooking but also for dining, entertaining, relaxing and family life.

With so many demands on this room, the key to keeping a kitchen clutter free and easy to use – regardless of size, is well-considered storage.



Peka Fiore Pleno



Peka Fiore Standard Larder



SMART WITH TALL CUPBOARDS

Tall units offer plenty of storage benefits and can be fitted with shelving, drawers, and integrated appliances such as an oven or microwave, helping you to organise your essentials while maximising on space. The vertical design will make your room look taller, enhancing the overall atmosphere in your kitchen. A wide tall unit with double doors can be used as a larder,

providing a generous space to store dry foodstuffs, making it easy to organise and use your favourite items. Pull-out larders blend into the overall design, and at first glance appear to be a normal cupboard. Once opened, the larder slides out to reveal its contents, offering far more storage space than a standard cupboard or drawer can offer.

PULL-OUT LARDERS BLEND INTO THE OVERALL DESIGN, AND AT FIRST GLANCE APPEAR TO BE A NORMAL CUPBOARD.

SMART WITH WASTE

Choose different sizes and shapes of containers to suit different sorts of waste, to save time spent sorting - the perfect solution for busy households. Integrated bins sit neatly in kitchen units and remove unsightly, traditional free-standing bins from you and your guests' view, making your kitchen area a great space to entertain in. Effective segregation means that less waste goes to landfill which makes for a healthier environment.

PRODUCT FEATURE

6





SMART WITH KITCHEN ISLANDS

Kitchen Islands can incorporate all kinds of storage. To maximize your island, consider what it needs to do for your kitchen. Drawers are ideal for storing utensils, while open shelves can be used for books and decorative crockery.

Deep, wide drawers work well for storing everything from dishes to pots and pans. If you're going to be storing heavy items in the drawers, make sure the drawers and the hardware are designed to bear the weight.

SMART WITH DRAWERS

Drawer dividers aren't just for knives, forks, and spoons. Adjust them to accommodate large, small, and oddly shaped utensils. Using frames that can easily be placed in any position allows for the storage of any sized items. Perfect organisation and minimalist design with everyday functionality.



PLAY VIDEO

PRODUCT FEATURE

8





AMBIA-LINE box insert in Nebraska Oak



AMBIA-LINE cross divider in Orion Grey



AMBIA-LINE cutlery insert in Nebraska Oak



Peka Fioro Snello with Towel Rail



Peka Kitchen Tower



Peka Fioro Snello with Shelves

SMART WITH BASE CUPBOARDS

Compact pull-out devices offer a stable, durable solution designed for daily use, efficiently storing the most-used kitchen utensils in one place. Special sections can be used for kitchen knives, wooden spoons and chopping boards and storing spices or small, loose items.

Slimline base cupboard storage solutions work perfectly in narrower spaces, with shelving making it ideal for storing bottles, jars and other sundries. When combined with Non-Slip matting, stored items are guaranteed to remain upright throughout any movement.

SMART WITH CORNERS



There are often hard-to-reach corners that sit empty and unused, while the space that you can access is overcrowded and cluttered. And with the kitchen being the heart of the home for many of us, getting maximum use of every bit of space is a real challenge.



An awkward corner can be maximized by using smart storage solutions to bring the contents of the cupboard to you, so your items are easy to organise and access. Using smart frame solutions guarantee ease of access to both sets of shelving, whilst carousels offer perfectly smooth and uninterrupted movement with every transition.

AN AWKWARD CORNER CAN BE MAXIMIZED BY USING SMART STORAGE SOLUTIONS TO BRING THE CONTENTS OF THE CUPBOARD TO YOU.

SMART WITH HOUSEKEEPING

Using smart hanging and hook devices is an ingenious way to keep various cleaning utensils neat and tidy within your utility area, also serving as a multi-purpose solution which can be employed anywhere around the house.

Shelving solutions can neatly secure cleaning products and can be placed high up, safely storing away from children. A large capacity laundry bin would be perfect in any utility or even used within the bedroom neatly hidden away in a wardrobe.



To view our full storage range, please visit our website at www.ldlonline.co.uk



The Backflip.

A dynamic charging solution at the press of a finger.

A super sleek, flush fitting socket with USB charging point. Perfect for kitchen islands or offices or anywhere that needs a flush fit socket. Quick and easy to install and provides enhanced protection against spillages.



EVoline®

View our full range of Evoline at www.idonline.co.uk



TRENDS 2019 GOING FOR GOLD



Gold is no longer just a finish for the rich and famous. Yes, it can still create an enviably luxurious finish, but used in the right way it can bring with it a unique and rustic charm.

After being pushed out in favour of stainless steel and brushed nickel for many years, gold is making a big comeback in the kitchen. When done expertly, gold elements can truly add a touch of richness to an interior.

When it comes to accessories, gold can transform otherwise plain decor to create personality and warmth. Small hints of gold can add a lot of impact such as taps, lighting, hinges and handles.

Gold pairs well with lighter shades like white or grey, while also complimenting more dramatic colours like navy blue, charcoal grey, rose pink, olive green, and black. Gold in your kitchen can be used on a variety of surfaces, either stealing the show or simply acting as a glittering accent to the rest of your kitchen decor.

There are many different tones of gold to choose from, ranging from warm tones to cool tones. The use of metallics can really warm up the atmosphere, adding extra shine and glitter while capturing the eye of all who enter it.



View our full range of Furnipart handles at www.idlonline.co.uk

furnipart



HAVE YOURSELF A MERRY LITTLE CHRISTMAS

From all the team at LDL we sincerely thank you for your continued support and wish you and your family a very Merry Christmas and a Happy New Year!

CHRISTMAS TRADING HOURS & LAST ORDERS:

Last dispatch date is Monday 23rd December at 5pm
for delivery Tuesday 24th December.

Close: Tuesday 24th December at 1pm

Open: Thursday 2nd January at 8.30am

CHRISTMAS... A TIME FOR GIVING

This year, instead of spending money on Christmas cards and unwanted gifts,
we would prefer to donate to charity.

We feel the money will be most definitely better spent this way and we hope you think so too!

Keep an eye our on our Instagram page for a grand total of our donation.



Follow us on Instagram [@ldl_online](#)



MEET OUR CUSTOMER EXPERIENCE TEAM...



OUR PLEDGE

Your priority is our priority. Providing expert support in a friendly professional manner, to maintain relationships and forge new partnerships. You can trust us.



Our team is driven to provide outstanding customer service.

We pride ourselves on getting to know you and your business, which we believe is key to delivering a fantastic experience.

With this in mind, we actively encourage and seek any

information that helps to further develop a strong relationship.

We would be incredibly grateful for any feedback that you feel may help us to achieve this.

Please email feedback@ldonline.co.uk with any suggestions you may wish to share. Your details will remain anonymous at all times.

PRICING STABILITY FOR 2020

Thank you for your continued business during what has been another challenging year.

To my immense frustration, I find myself writing to you echoing the sentiments of this time last year regarding the lack of clarity concerning Brexit. Arguably, the outlook is even more uncertain, with a highly divisive election imminent which appears unlikely to deliver a consensus.

We are therefore repeating the commitment made to you, our partners, this time last year; to provide you with pricing stability for 2020 to allow you to plan with a degree of certainty. Such stability has a value that we can all appreciate. Increasing price is always a difficult decision which is never taken lightly. As I'm sure you're aware, our principal brand partners are European therefore the ramifications of the continuing uncertainty, principally it's impact upon exchange rates, have a direct impact.

We have been proactive in addressing these fluctuations and secured our currency requirements for 2020, however implementing this stability has a cost. Whilst we continue to absorb what we can, a small increase is unavoidable.

To this end, we will apply an increase of 3.82% on all of our selling prices with effect from 01/01/2020.

In return, we again promise complete pricing consistency throughout 2020 – regardless of any currency or raw material fluctuations during the period.

Following Brexit, if we find ourselves in a position of dealing with import tariffs (an issue unfortunately beyond our control) then we will contact you again to explain what implications this will have.

I'd also like to take this opportunity to reassure you that whilst it is difficult and costly to effectively plan for every Brexit scenario, we continue to work closely with our brand partners to ensure that we maintain the world class fulfilment levels you expect from LDL.

Thank you once again for your continued support and we look forward to being of service to you in 2020. If you have any questions then please do not hesitate to contact us.

Simon Ogden, Managing Director.

WE AGAIN PROMISE COMPLETE PRICING CONSISTENCY THROUGHOUT 2020 – REGARDLESS OF ANY CURRENCY OR RAW MATERIAL FLUCTUATIONS DURING THE PERIOD.

WHAT A FINE FELLOW...

Following 10 years of professional service, our very own Mister Finance Ross Darroch has reached a major milestone by receiving his Certificate of Fellowship of the Institute of Chartered Accountants.

Tucked away in a dark corner of the office (we couldn't find a storage solution big enough!), with a pledge to be accurate, professional and friendly; Ross and the accounts team are an integral part of our commitment to providing you with the highest level of service.





THINK BLUM, THINK LDL



PLAY VIDEO

MOVENTO

SEAMLESS MOTION IN DAILY LIFE

The MOVENTO runner system takes the proven smooth running action of Blum runners to the next level. The synchronised smooth running action provides high quality of motion.

Easy opening

Minimal opening forces and a gentle transition to the feather-light glide characterise the optimised opening behaviour.

Outstanding quality of motion

Low-friction nylon rollers in the roller carriage runner and the synchronisation of the drawer profile and roller carriage ensure synchronised smooth running action.

BLUMOTION soft close

Regardless of how large or heavy the pull-out or how much force is used for closing: Our proven BLUMOTION technology adapts and always ensures silent and effortless closing action.

Motion Technologies

Blum's motion technologies not only make it easier to open and close furniture – they make motion a mesmerising experience.

View our full range of Blum at www.ldlonline.co.uk

CUSTOMER Q & A: PURPLE KITCHENS

STUART PARRY -
KITCHEN RETAILER



What is the history of Purple Kitchens?

I set up Purple Kitchens in September 2002 after six years of working in the industry. During that time I realised I had found something that I was passionate about, and also something that I was good at. This vital hands-on experience gave me a really good insight into the industry and, being ambitious, I leapt at the opportunity to start my own business.

I had no idea how things might develop but once I had started and word got around, I worked tirelessly to build up a solid reputation for doing a great job. Within months of setting up, I started to attract retail clients including Liverpool's very own Robbie Fowler. From this exciting start, things went from strength to strength.

Within 18 months, it was clear that the company was growing very rapidly. By 2004, we had a showroom and three installers and, by 2007, we had a larger showroom with a dedicated warehouse facility. Having said that, we do try to keep the business small and controlled with that comfortable family-run vibe. My brother, father, nephew and wife have all worked for me at some point! Even now, we only have three showroom staff including myself and two warehouse operatives. In addition, we have around 24 self-employed tradesmen with whom we work extremely closely to cover all aspects of installation.

“Within 18 months, it was clear that the company was growing very rapidly.”



What makes Purple Kitchens stand out from the crowd?

There's no mystery about standing out from the crowd. Based on our philosophy to be scrupulously honest, advise accordingly and remain professional at all times, we simply strive to be the best we possibly can. Today's customers are pretty clued up, thanks to the Internet and social media, so we aim to give them the benefit of our expertise and knowledge so that they have complete confidence in us.

Perhaps one difference between us and our competitors is that we embrace social media and the Internet and use it to our advantage. We explore the platforms available to the best of our ability, using Facebook, Instagram, Twitter LinkedIn and even YouTube as a free, albeit time consuming, way to promote and share our experiences with customers.

What does the future hold for Purple Kitchens?

We are very positive about the future here at Purple Kitchens. We have managed successfully to steer our way through the Recession, Brexit and uncertain economic times so the future is looking bright. We have a fantastic small team which is able to manage our existing work load but we also have the scope and capacity to expand further, should we wish. For example, our client base would allow us to diversify into bedrooms and maybe studies/bars and beyond, but for now we are extremely happy with our team and workload.

Words to live by?

Our slogan is 'Built on Reputation' which neatly encapsulates our professional approach. We are, however, always aware that in our business you are only as good as your last job!



Are you passionate about your business? Please get in touch to be featured at marketing@ldonline.co.uk

ldl DESIGNED
FOR LIFE

LDL Components Limited
Unit 12, Graphite Way, Rossington Park,
Hadfield, Derbyshire, SK13 1QH

Tel: 01225 438 188

Email: sales@ldlonline.co.uk

Web: www.ldlonline.co.uk

