

BROADCAST

BRANDS | NEWS | TRENDS | FEATURES

01.22



JANUARY 22 EDITION
Introducing PINELLO.





WELCOME TO ISSUE SEVEN OF BROADCAST

Our quarterly 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 the business and our team, 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

Simon

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 free to email me directly anytime simon.ogden@ldonline.co.uk

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

www.ldonline.co.uk



INTRODUCING PINELLO.

The incredibly versatile storage system for base units from PEKA.

 **peka**
Switzerland

Combining smart innovations
with Swiss quality since 1964.

Peka create products of the highest quality.
Practical, flawlessly made furniture fittings
that combine an attractive appearance
with unmatched quality.



HAVE IT YOUR WAY...

The New PINELLO base unit pull-out is incredibly versatile, giving you the freedom to design and customise a product that harmonises with the environment.

Two colour options - white and anthracite.

The PINELLO family of base unit pull-outs comes in both anthracite grey and white, helping you to harmonise your storage solutions with the rest of the environment.

Five specific functions

The PINELLO design has been well considered to suit every individual need. The family includes a base unit specifically designed for spice and bottle storage, a base unit to hang towels, a design with a unique holder for trays and boards, a pull-out for cleaning materials alongside swing-out bins for in the cleaning cupboard and finally a version that is 300mm wide with an incredible amount of storage space.

Two motion technologies

All PINELLO pull-outs are fitted with a Soft-close mechanism for smooth, silent closing. A push-to-open system is also available for handle-free doors.

Customisable design elements.

The new updated design cleverly allows you to add and remove design elements or add your own bespoke material (6mm thick). Design has no limits when it comes to PINELLO. LDL can offer natural oak, clear glass and privacy glass design elements.

Choose the number of shelves.

The incredibly versatile PINELLO allows you choose the number of shelves. An extra shelf can be retrofit at any time without using tools.

PINELLO comes with a Lifetime Guarantee.

CUSTOMISABLE DESIGN ELEMENTS.

PINELLO incorporates LIRO shelving, defined by its clean lines and uncomplicated shape.

LDL offer Natural Oak, Clear Glass & Privacy Glass design options that can be easily placed and removed from the shelving.

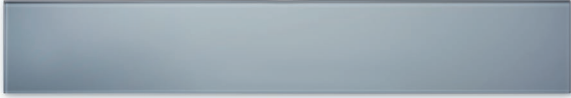
Natural Oak



Clear Glass



Privacy Glass



DESIGN WITHOUT LIMITS...

Furniture designers are set free thanks to the unique LIRO shelf design. Create a unique storage solution by incorporating your own design element to PINELLO.

The LIRO design allows any 6mm thick material to be used as a design element allowing a unique tailor-made, bespoke look for any project.



NEW PRODUCT

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THE CONVENIENT EXTRA SHELF.

A PINELLO is always a double-decker, but with the freely positionable extra shelf, up to four levels are possible. This means that each PINELLO product is compatible with multiple unit heights. The extra shelf can be retrofitted at any time without using tools.



PERFECTLY FUNCTIONAL...

The pull-out opens smoothly thanks to high-quality LEGRABOX concealed runners. Each shelf has removable silicone matting that prevents the contents from sliding around.



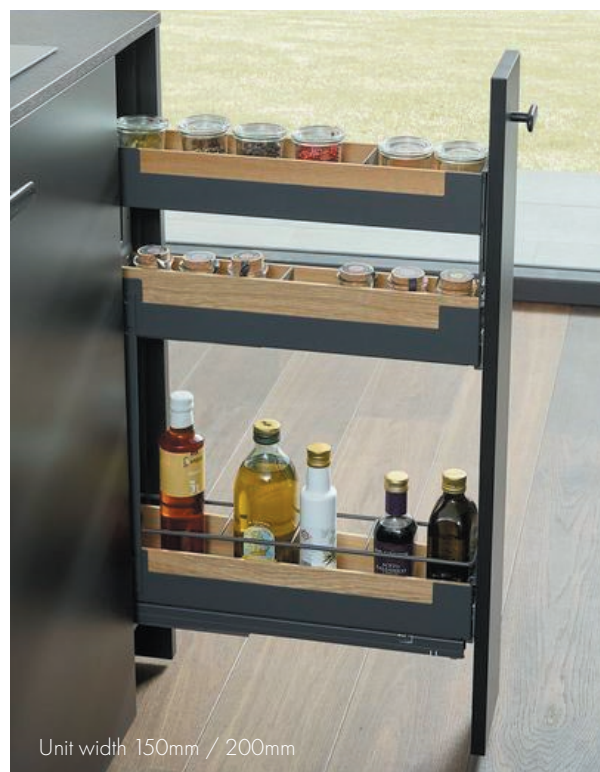
PINELLO TOWEL

With PINELLO Towel, you can hang your towels out of sight to dry. It also offers plenty of storage space for cleaning products and brushes. The ingeniously shaped support rails stop towels from slipping.

Unit width 300mm

PINELLO SPICE

PINELLO Spice is the slim base unit pull-out with a surprising amount of storage space. Thanks to its thin-walled metal shelves, it makes maximum use of the 150-mm unit width and offers ample space for bottles and spices.



Unit width 150mm / 200mm



Unit width 300 mm

PINELLO BOARD

Finally, a clever solution for boards and trays! With its special tray holder, PINELLO Board stores your boards and trays safely in the unit, without rattling. They are stored upright so you can easily access individual boards and trays.



Unit width 150mm

PINELLO INSIDE

Pinello Inside is the slim base unit pull-out with a surprising amount of storage space. It makes particularly good use of space as a pull-out for cleaning materials alongside swing-out bins or in the cleaning cupboard. Complete set with runners can be easily retrofitted anywhere.



PINELLO CARGO

The 'big daddy' of base unit pull-outs! PINELLO Cargo boasts an incredible amount of storage space. Up to four levels are possible with one mechanism, and how you organise them is entirely up to you. You can position the extra shelves on the right, left or in the middle as an intermediate shelf – without the need for any tools! And with the help of magnetic dividers or the bottle rack, you can arrange the space just as you like.

Unit width 300mm

USEFUL ACCESSORIES AS STANDARD...



Bottle rack included as standard.



Magnetic dividers included as standard.

CREATE COMPLETE HARMONY.

Imagine a kitchen where all storage solutions match - creating a sense of harmony. The PINELLO pull-out base unit matches perfectly with Blum LEGRABOX drawer systems and SPACE TOWER and other Blum products, creating a full suite of storage solutions.

SPACE TOWER with clear glass design element >



NEW PRODUCT

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PINELLO with clear glass design element

LEGRABOX RUNNERS

All PINELLO pull-outs are fitted with a Soft-close mechanism for smooth, silent closing, and a push-to-open system is also available for handle-free doors. Their high degree of lateral stability ensures good sliding properties, and the pull-outs move smoothly and easily thanks to the top-quality Blum LEGRABOX runners.

Benefits for the Manufacturer.

If you are a Manufacturer and are already using Blum components, this product will fit into the production line seamlessly, with no changes required for runner drill patterns.

Powered by
blum[®]

DO YOU HAVE A SHOWROOM?



We can offer generous incentives for any retailer wanting to display the PINELLO in the showroom.

The kitchen showroom is the perfect way to inspire customers and 'wow' them with latest innovations and products. With such high demands for kitchen renovations and the growing number of inspirational channels like Pinterest, the importance of keeping the showroom current and unique has never been so important.

Please get in touch to see how we can help.

Email: support@ldonline.co.uk

NOTE TO ALL CUSTOMERS CURRENTLY USING PEKA PULL-OUT BASE STORAGE SOLUTIONS.

If you are currently using the Peka SNELLO product, please note that this product is being superseded for the PINELLO.

Please ask a member of the sales team for more information.



NEW PEKA STORAGE SOLUTIONS COMING IN 2022



“2022 is my 4th year taking part in Red January. Every year it’s a tough challenge but I love how great I feel by February! It helps me with my own mental health, but it also means others can be helped with the funds that gets raised for Mind. Taking part always makes me feel so proud, it’s the best way to start a new year!”
Jess Ray - Sales

MOVING EVERYDAY TO KEEP THE WINTER BLUES AWAY.

The LDL team are kick starting 2022 in a positive way and taking a step forward for people experiencing mental health challenges by raising funds for Sport in Mind. We’re joining thousands of people this January by moving every day, to beat the winter blues away.

Jess in the Sales team takes part in the challenge every year and has motivated us to take part too. January seems like the perfect month for the initiative, providing an opportunity to kick-start the year in a positive way. It’s a time when many of us are setting new goals, are low on funds and motivation, with less social occasions to keep us connected. RED is an empowering colour for dark times that could inspire those taking part to ‘move every day, to beat the winter blues away.’

Keep track of our progress on instagram.

 [ldl_online](https://www.instagram.com/ldl_online)



PURCHASING THROUGH A PANDEMIC.

Q & A WITH FALLON, HEAD OF PURCHASING



Managing supply chain for our customers has been challenging throughout the Pandemic. With a sharp rise in home improvements and an enormous 45% growth in the property market, the demand for products has never been so high. We've asked Fallon, head of purchasing to talk us through how this demand has changed the way she works and what improvements she is making on the customers behalf to ensure we can fulfill every order. Although Fallon works behind the scenes here at LDL, her hard work and dedication is integral to the business.

What was your role in purchasing like before the pandemic?

Prior to Covid-19, the supply chain was easier to manage and stock availability was much more consistent. A normal purchasing day would mainly involve placing orders with suppliers and ensuring they were delivered on time and in full.

I would also liaise with the warehouse team to ensure that stock information was accurate and up to date, as well as regular communication with the sales team internally regarding supply, to make sure that our customers received the best possible service.

Day-to-day activities would also focus on sourcing the best and most competitive prices, alongside managing the stock holding within the business. We had higher levels of fulfilment as suppliers were able to deliver goods with far fewer delays and complications.

LDL has always had excellent relationships with our supply partners and before the pandemic we had frequent visits to and from our suppliers including trips to Blum in Austria and Peka in Switzerland, gaining valuable knowledge and building trust.

How has your day-to-day now changed with higher demand?

It's been difficult maintaining consistent supply as availability of stock has been sporadic. This is due to a lack of raw materials, surging costs and sometimes even Covid restrictions resulting in delays in production.

Due to the travel restrictions imposed throughout the pandemic, the general public are seemingly spending money on house renovations rather than booking holidays.

This surge in demand, alongside both the transport challenges posed by Brexit and delays due to the pandemic, has resulted in it being tricky to continuously supply goods and keep our stock levels where our customers expect them to be.

A larger chunk of my time is spent keeping myself and the business informed of incoming deliveries and shipments, and until the stock physically lands at LDL, I am always chasing the supplier and carriers for updates.

Although face-to-face meetings with suppliers have understandably decreased, the frequency of contact via video calls and emails has intensified to ensure the most up-to-date information is passed on to customers. The challenges we have faced have really reaffirmed the value of supplier relationships and I believe that these relationships are more important than they have ever been - there's a huge emphasis on honesty and openness.

What does the future hold for purchasing at LDL?

The demand is at an all-time high and is showing no signs of slowing down, with this expected to continue into the third quarter of 2022.

With this in mind, we are working harder than ever to ensure that we are well-equipped for the further supply challenges and to minimise disruption to our customers where we can. Over the past two years we have invested in software that enables us to better forecast demand and manage our stock in much finer detail, meaning that we are more prepared for the future.

We have had to inevitably adapt because of Covid-19 and although nobody could have prepared for what was coming, we now definitely plan much more for the long-term to give our customers greater stability.

We have never been as pro-active on a day-to-day basis, and this is something we will maintain going forward as our number one priority is our customers and making sure we can supply them with what they want, when they want it.

The plan is to continue investing in stock and to carry on improving internal processes. My role is to keep the supply chain into the business as robust as possible to ensure the highest level of service for our customers.

CUSTOMER Q & A: TW BESPOKE

What is the history of TW Bespoke?

Founder and sole worker Tom Wilson has been a self-employed carpenter for over 10 years undertaking general carpentry and joinery jobs.

Tom began to craft furniture for his own house and for the odd customer too, and it was in those moments that he realised that cabinet making was the career path that he wanted to pursue.

Out of his single garage, Tom focused on producing handmade, bespoke furniture for customers and in 2017, TW Bespoke was born. Over the past four years he has focused on building the business' reputation and has worked hard to serve his loyal customers, with 90% of requests now consisting of wardrobes and alcove cabinets.

Today, Tom remains a one-man band; but instead of working from his garage, he now operates from a much bigger workshop in Burton-on-Trent, Staffordshire.

What makes TW Bespoke stand out from the crowd?

Quality! Everything is handmade by Tom, and he is immensely proud of the fact that nothing is bought or outsourced. He takes time to focus on the smallest of details to achieve a simple, timeless feel to his furniture – something he believes may be difficult to achieve if there were multiple people working on a specific job.

Although it can be challenging working alone, Tom hasn't missed a completion date in six years.

Through focusing on one job at a time, he produces the highest quality furniture and provides customers with the best possible service – something that Tom says is 'incredibly rewarding'.

What does the future hold for TW Bespoke?

Whilst the pandemic has impacted both costs and ability to source materials, TW Bespoke is busier than ever and are always planning six-months ahead. Tom hasn't ruled out adding kitchens to his portfolio and potentially taking on bigger jobs in the future, which may result in a couple of carpenters being recruited.



For now though, Tom is happy with where the business is currently and his immediate focus is building the customer base and TW Bespoke brand.

Words to live by?

Quality, value and honesty – all of which go hand-in-hand with excellent customer service. For TW Bespoke, every job has to have a 'wow factor' and customer satisfaction is the top priority.



TW | **BESPOKE**
Cabinet Makers

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

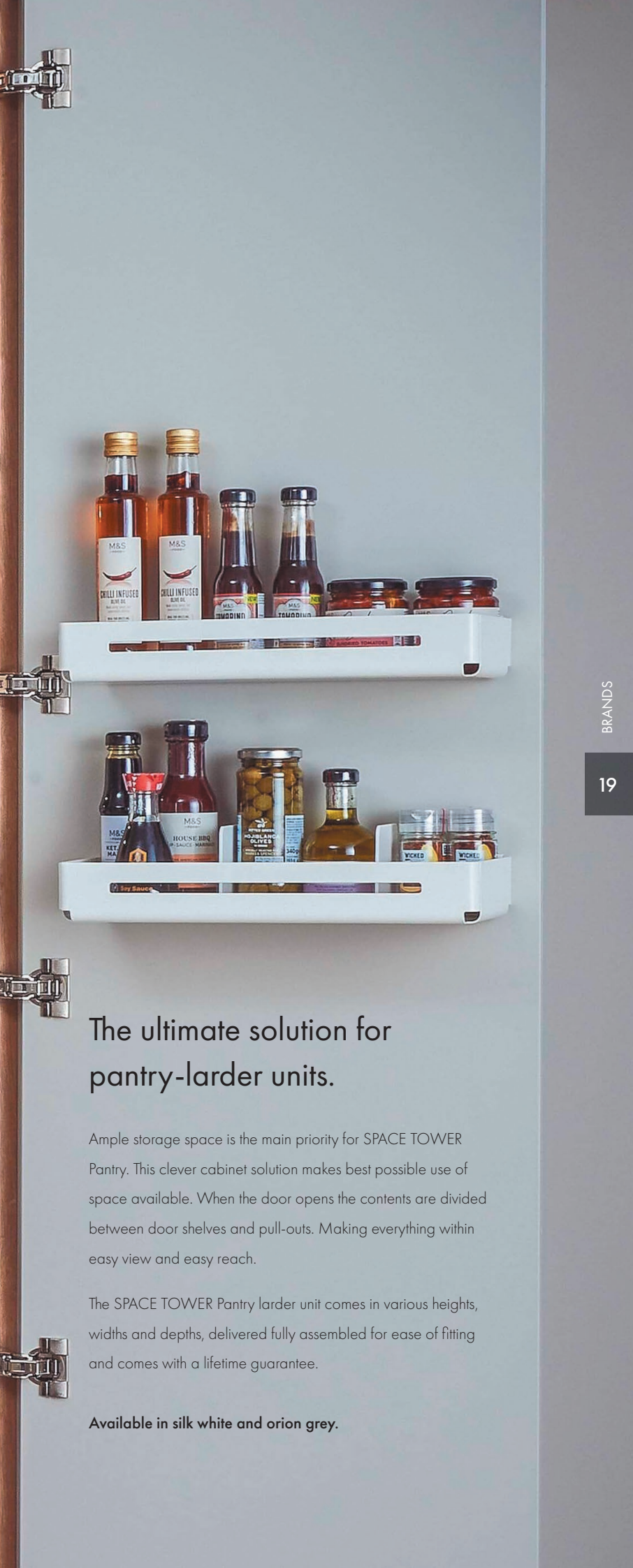
INTRODUCING SPACE TOWER PANTRY

BRANDS

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 blum®





The ultimate solution for pantry-larder units.

Ample storage space is the main priority for SPACE TOWER Pantry. This clever cabinet solution makes best possible use of space available. When the door opens the contents are divided between door shelves and pull-outs. Making everything within easy view and easy reach.

The SPACE TOWER Pantry larder unit comes in various heights, widths and depths, delivered fully assembled for ease of fitting and comes with a lifetime guarantee.

Available in silk white and orion grey.



For easy, all-round access

The SPACE TOWER Pantry has full extensions that give you clear visibility and easy access to provisions from all three sides (left, right and even the front).

Flexible storage

This clever cabinet makes optimal use of the storage space available. Provisions can be kept together and clearly organised.

Convenient

The door shelves create the perfect place for spices and condiments and can be reached easily.



Removal from above

Each pull-out gives you clear visibility from above. Provisions can be found quickly and removed with ease.

Flexible interior organisation

Inner dividing systems tidy up interiors and give you clear visibility of contents. They also ensure that items don't tip.

High load bearing capacity

Each pull-out has an impressive load bearing capacity (up to a total weight of 70 kg) so the larger unit can even safely hold heavy items such as bottles.

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





TRENDS 2022

THE GROWING POPULARITY OF THE BUILT-IN MEDIA WALL

Media walls that combine a large television set and shelves for books or ornaments are quickly becoming the interior design feature of choice.

It's easy to see why. They create an amazing focal point for a room and add an extra dimension to your space. Scrolling through your feed of images, you're likely to notice that the feature wall is more popular than ever. A boldly coloured accent wall will instantly take any room to the next level, and Instagram agrees: 47% of posts show feature walls with a bold block colour set against three all-white walls. When the feature wall is next to a white wall anything goes, but deep teals, blues, or reds create a striking, modern look that will certainly draw some attention.

Tailor-made media units not only smarten up your home, they also make the most of your space and streamline your life. Gone will be the days of disorganised chaos – thanks to a bespoke designed media unit, all audio-visual equipment and unsightly wires remain out of sight and out of mind. Featuring a clever storage-saving design, media units make it possible to enjoy your TV even when it's turned off.

Bespoke media walls can be designed to incorporate a number of different features, allowing you to ensure it meets your specific requirements and suits the style of your home. Popular choices include shelving for displaying ornaments, artwork, plants, candles and other home accessories, as well as cupboards and drawers in order to increase available storage space.



FEATURING A CLEVER STORAGE-SAVING DESIGN, MEDIA UNITS MAKE IT POSSIBLE TO ENJOY YOUR TV EVEN WHEN IT'S TURNED OFF.



A GREAT LISTEN.

The **kbbreview Podcast** has grown with a life and personality of its own, what started as a direct response to a crisis has become a fountain of stories, advice, reassurance and inspiration...



In March 2020, when it became clear that the coronavirus had the potential to severely affect the fortunes of the kbb sector, The kbbreview Podcast was launched. The initial aim of the show was to talk directly to leading retailers and suppliers about how they were managing the situation, evaluating the market, and predicting the future during a bizarre and unprecedented crisis.

The podcast was the perfect medium for a time when people needed reassurance that they weren't alone in their dilemmas, they could hear the real voices of their peers and that provided great comfort at a really uncertain time.

Since then, The kbbreview Podcast has grown with a life and personality of its own, what started as a direct response to a crisis has become a fountain of stories, advice, reassurance and inspiration that covers the whole market, not just the response to the virus.

Simon Ogden - Our managing director says...

"The KBB review podcast is a great listen, it gives real insight into the industry - it's real and honest. The podcasts are always very relatable and i always look forward to seeing what the topic of the conversation will be."

The best way to make sure you don't miss episodes is to use apps such as Apple Podcasts, Google Podcasts or Spotify on your phone or tablet. Simply search 'kbbreview' within those apps to find it.

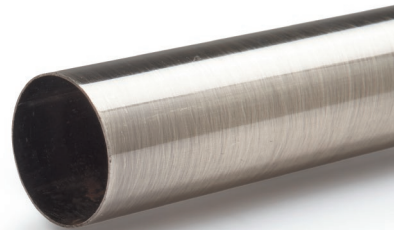
CONTEMPORARY & HIGH-QUALITY HANGING RAILS

Beautifully organised. Create the exact hanging space you want with our sophisticated range of hanging rails in a choice of finishes, including stylish black, antique brass, and chrome to get the right look for any project.

Various sizes available with matching end and centre brackets.

View the full range at www.lldonline.co.uk

Signature
DESIGNED FOR LIFE



furnipart

View the full collection of handles at
www.ldlonline.co.uk



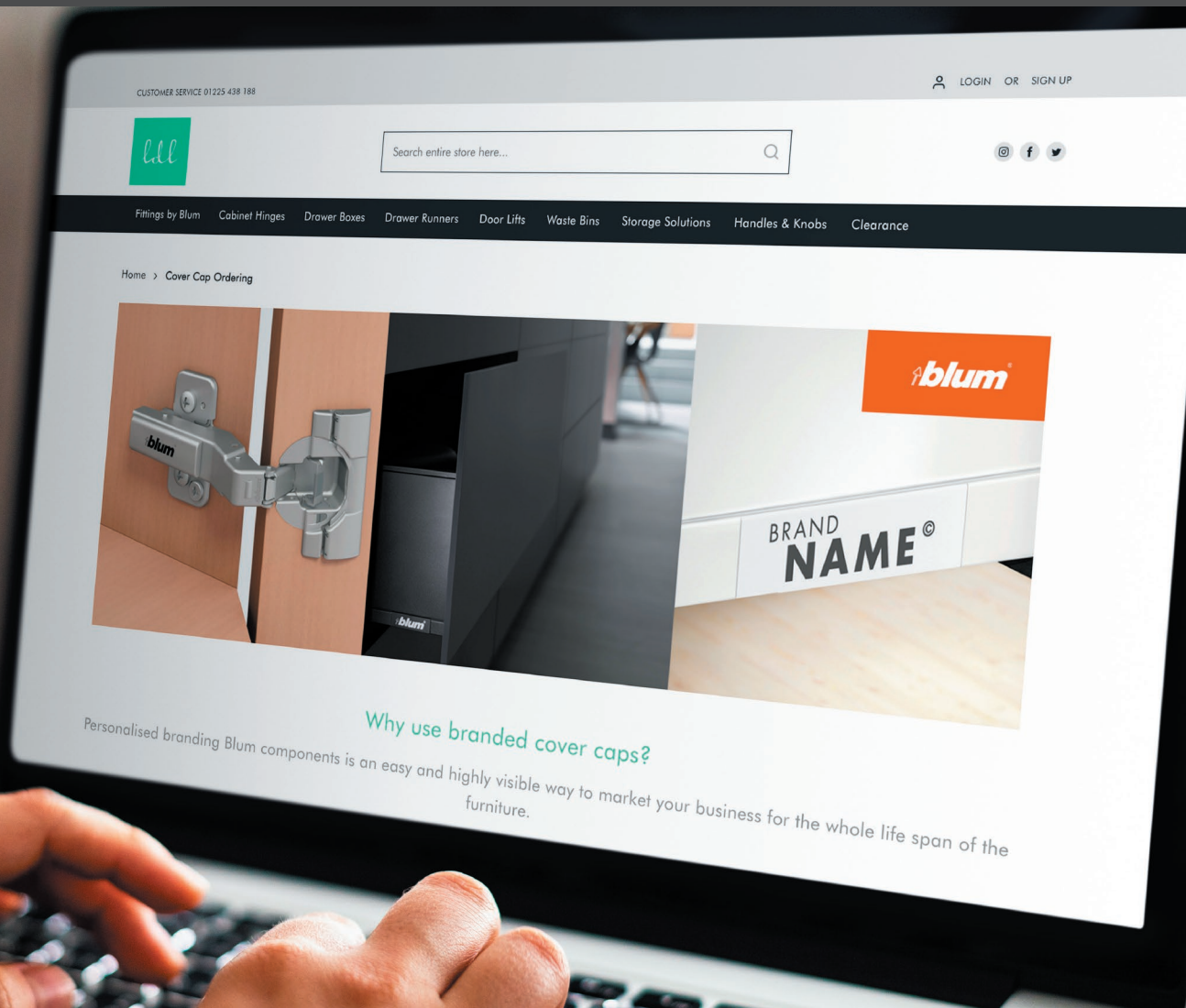
LDL are proud supply partners of Furnipart handles in the UK.
Visit Furnipart at the KBB Exhibition.

Booth R100 6-9 March 2022, NEC Birmingham

DID YOU KNOW...

We have a web page dedicated to ordering Blum branded cover caps - making ordering easy!

All you need to do is provide us with the relevant information by filling out the web form and we'll do the rest!



www.ldlonline.co.uk/cover-cap-ordering



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