



DISTINCTION  
Group

COMPANY PROFILE

# **LEADING SPECIALISTS**

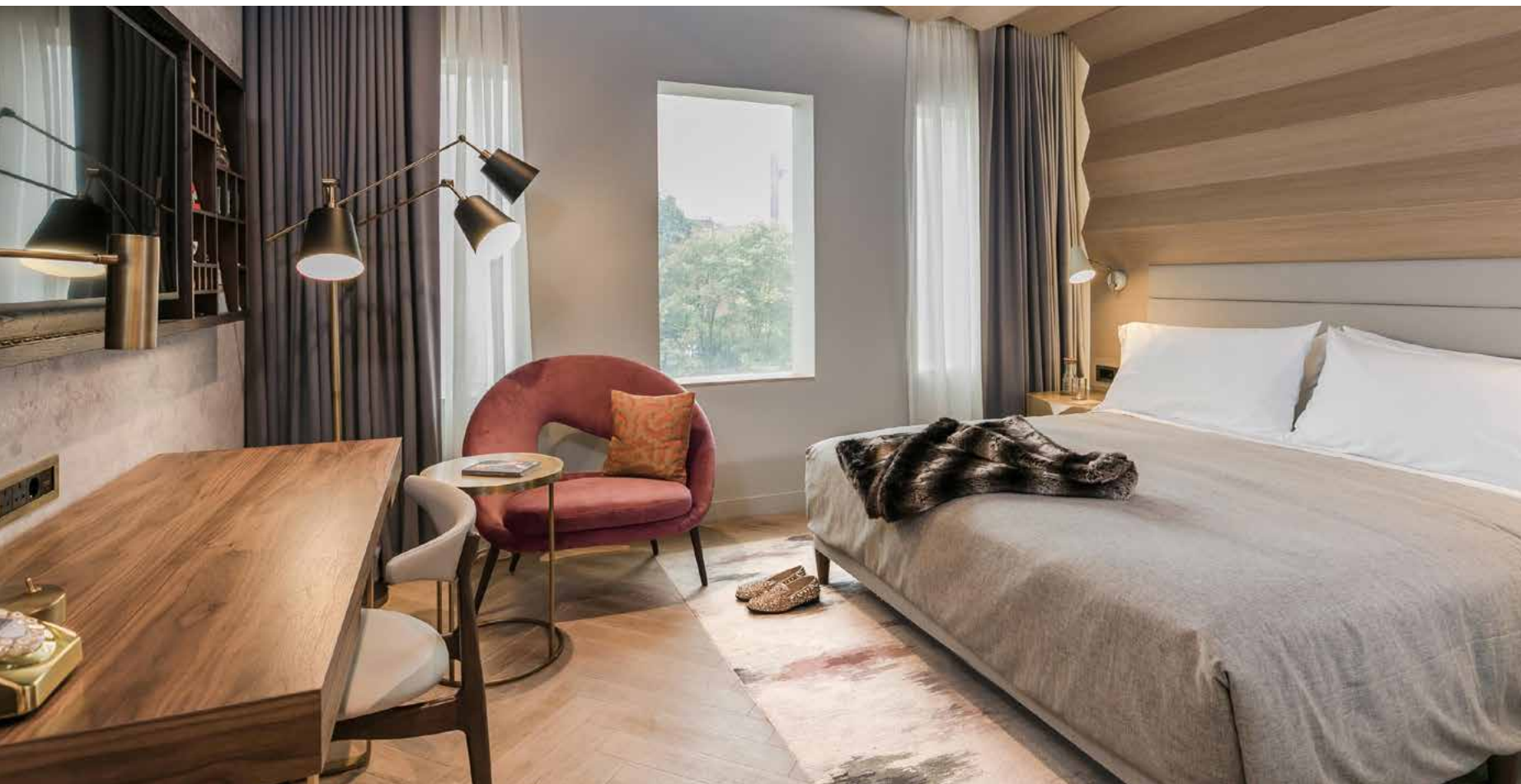
**IN CONTRACT FURNITURE**

Manufacturing and Sourcing

# canopy™

BY HILTON

ALDGATE, LONDON



**Developer:** 4C Hotel Group

**Development type:** Hospitality & Leisure

**Units:** 340 bedrooms & public areas

**Project Scope:** Joinery, casegoods & accessories

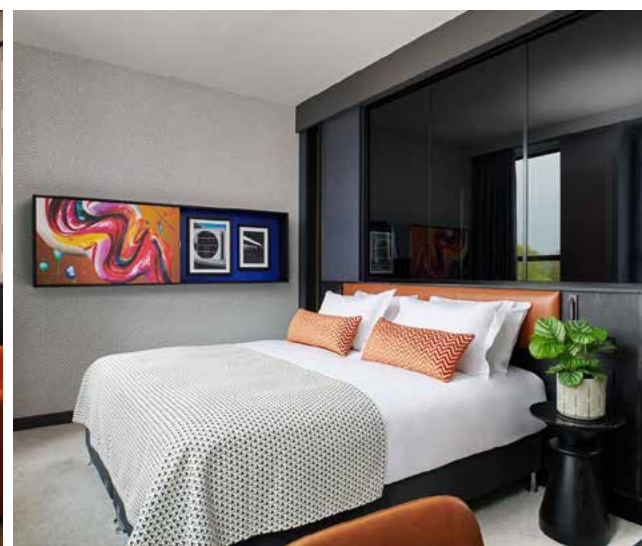
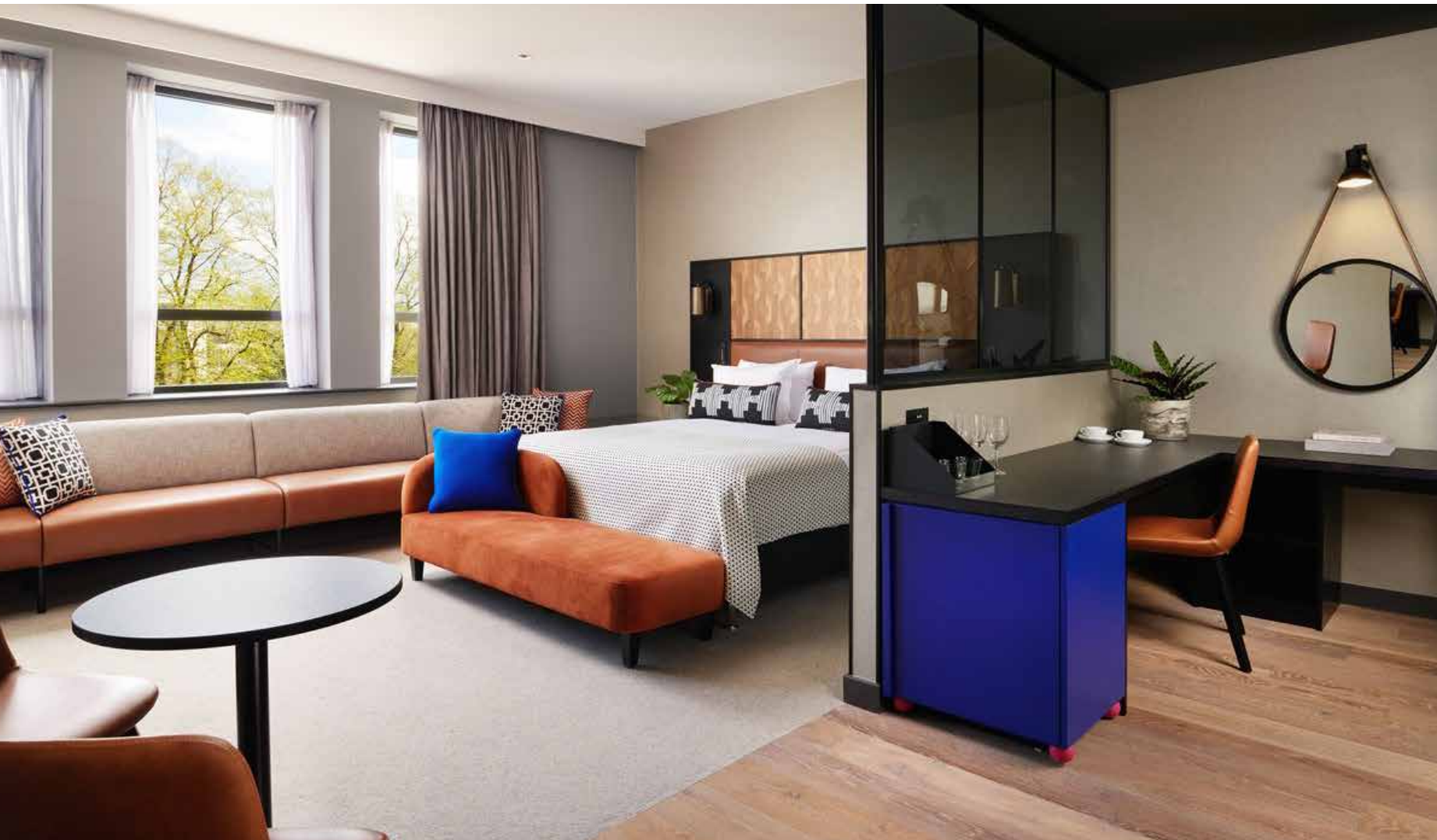
**Installation period:** Expected completion date - June 2021



# Malmaison York

by *Malmaison*

YORK, YORKSHIRE



**Developer:** Malmaison Hotels

**Development type:** Hospitality & Leisure

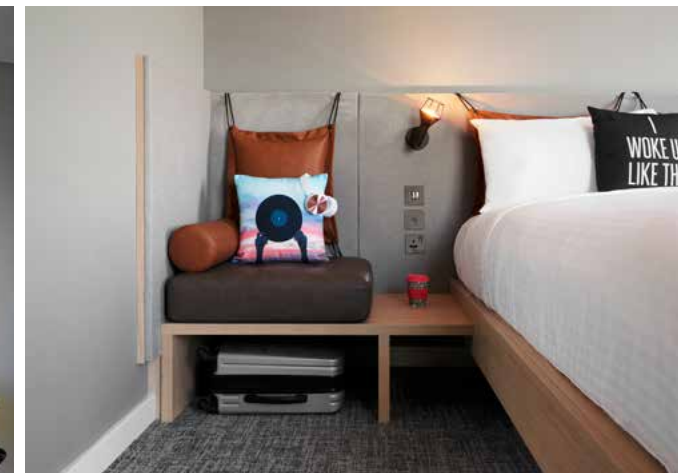
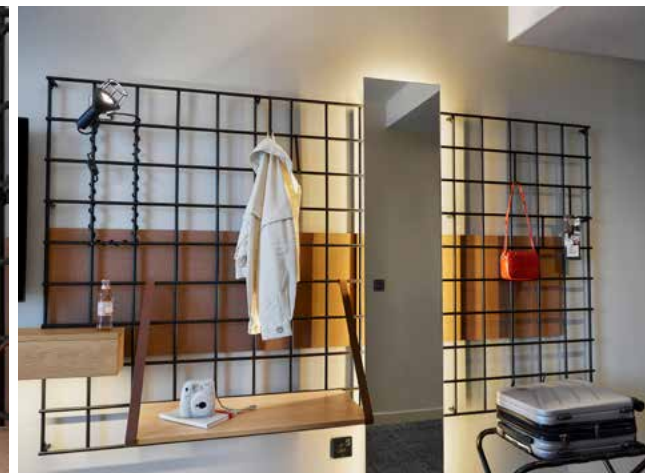
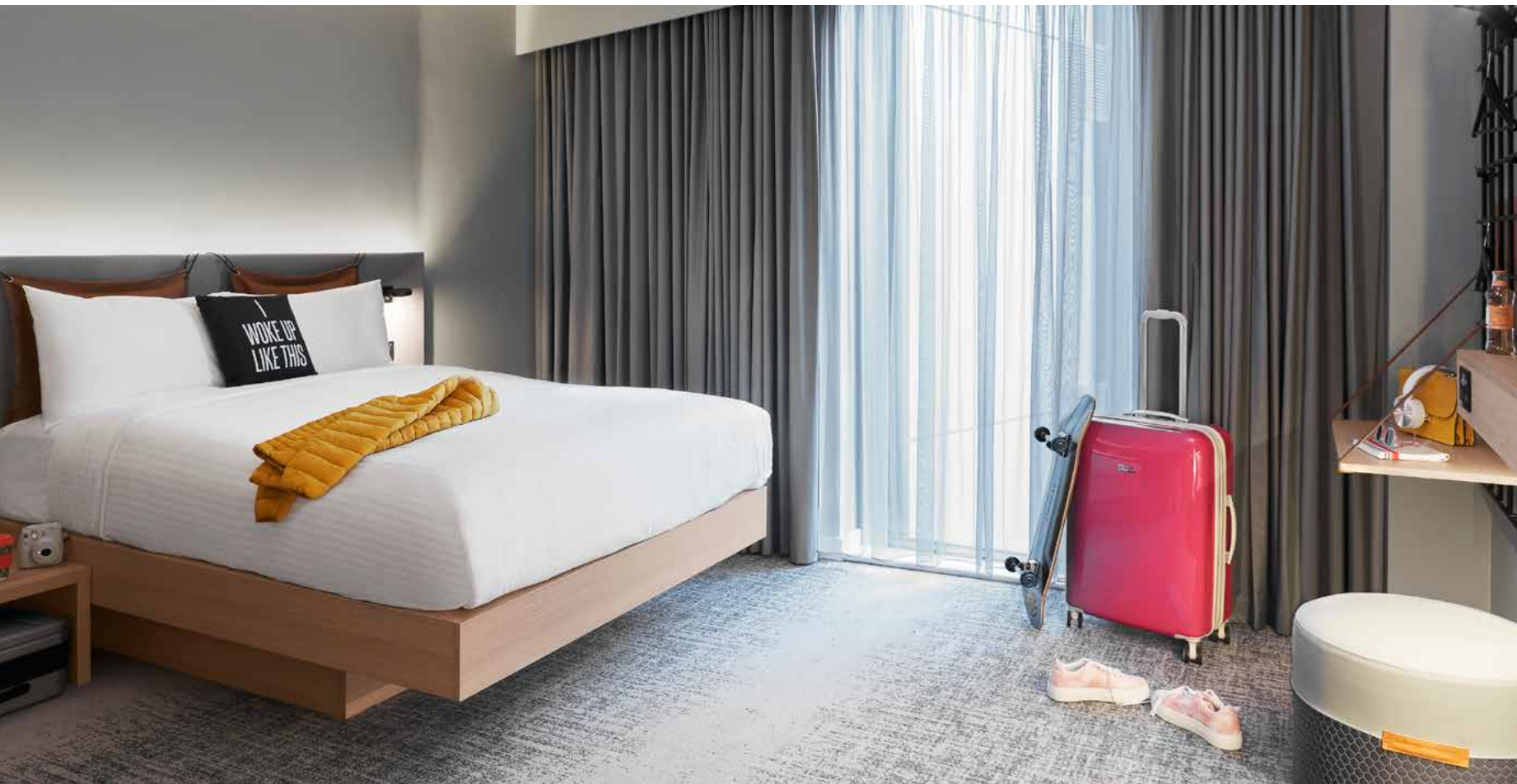
**Units:** 150 hotel rooms

**Project Scope:** Casegoods, upholstery & accessories



# moxy

SLOUGH, BERKSHIRE



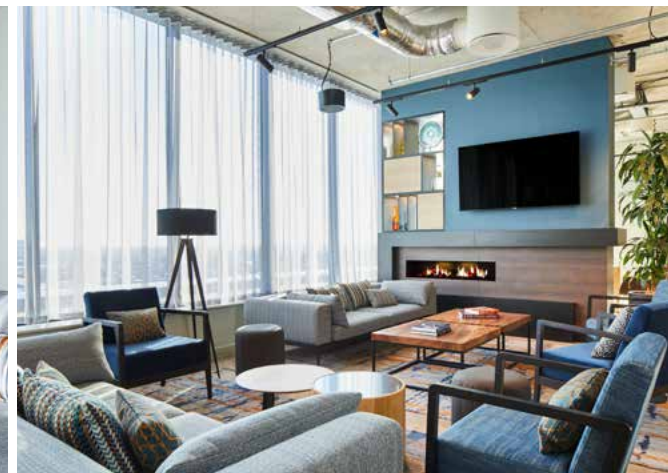
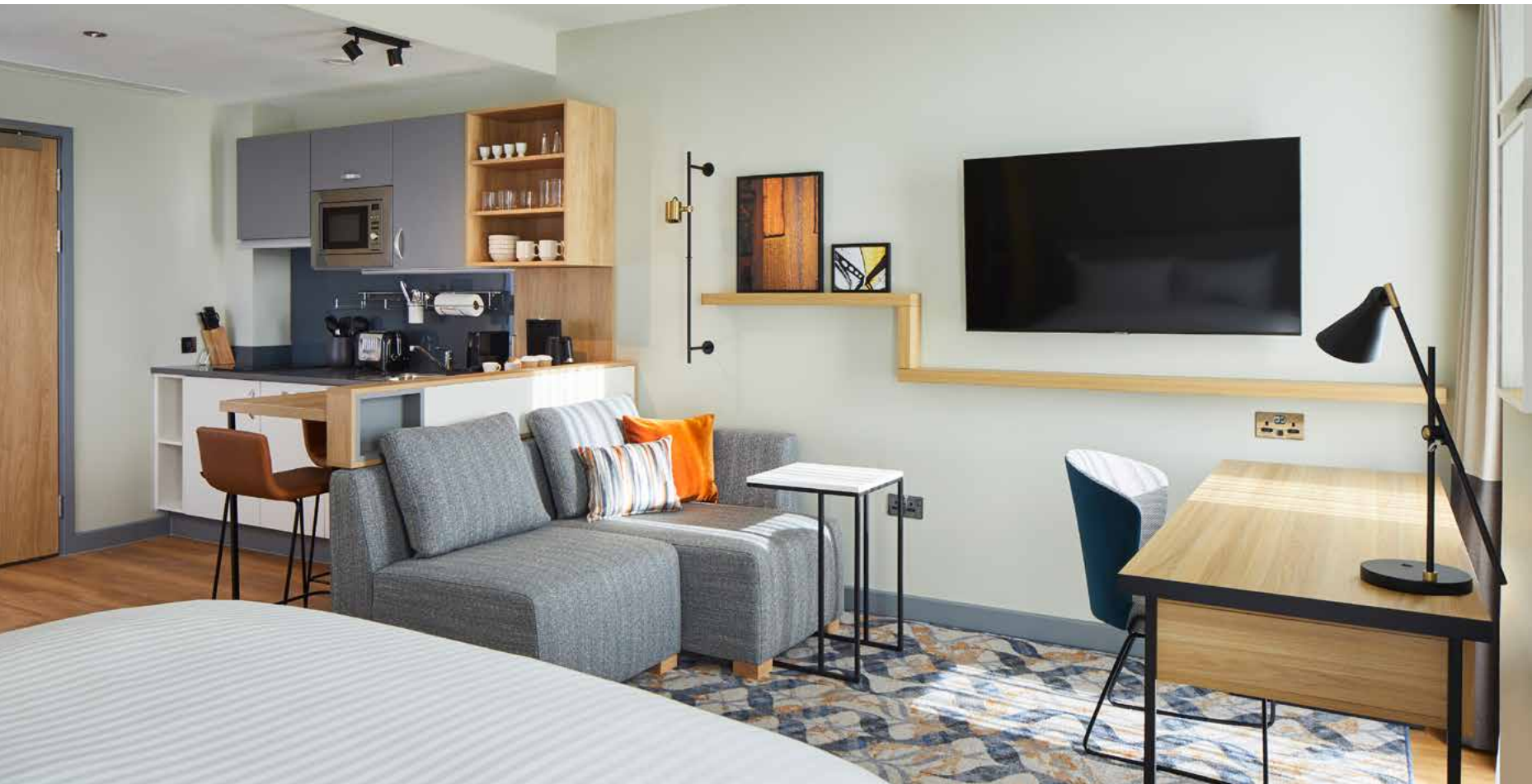
**Developer:** Morgan Sindall Construction  
**Development type:** Hospitality & Leisure  
**Units:** 144 rooms  
**Project Scope:** Joinery, casegoods & accessories



# Residence Inn

by **Marriott**

SLOUGH, BERKSHIRE



**Developer:** Morgan Sindall Construction

**Development type:** Hospitality & Leisure

**Units:** 92 rooms and public areas

**Project Scope:** Joinery, casegoods & accessories





FIVE  
PALM JUMEIRAH DUBAI



**Developer:** Five Development

**Development type:** Hospitality & Leisure

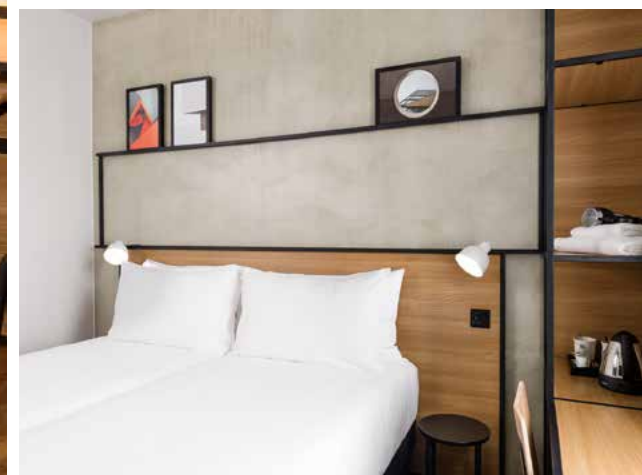
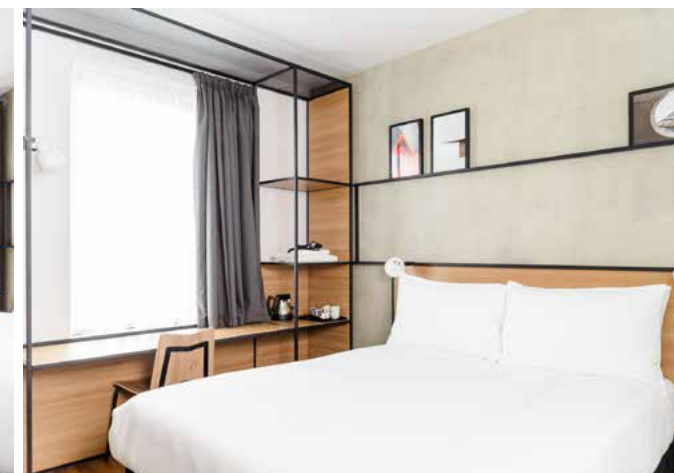
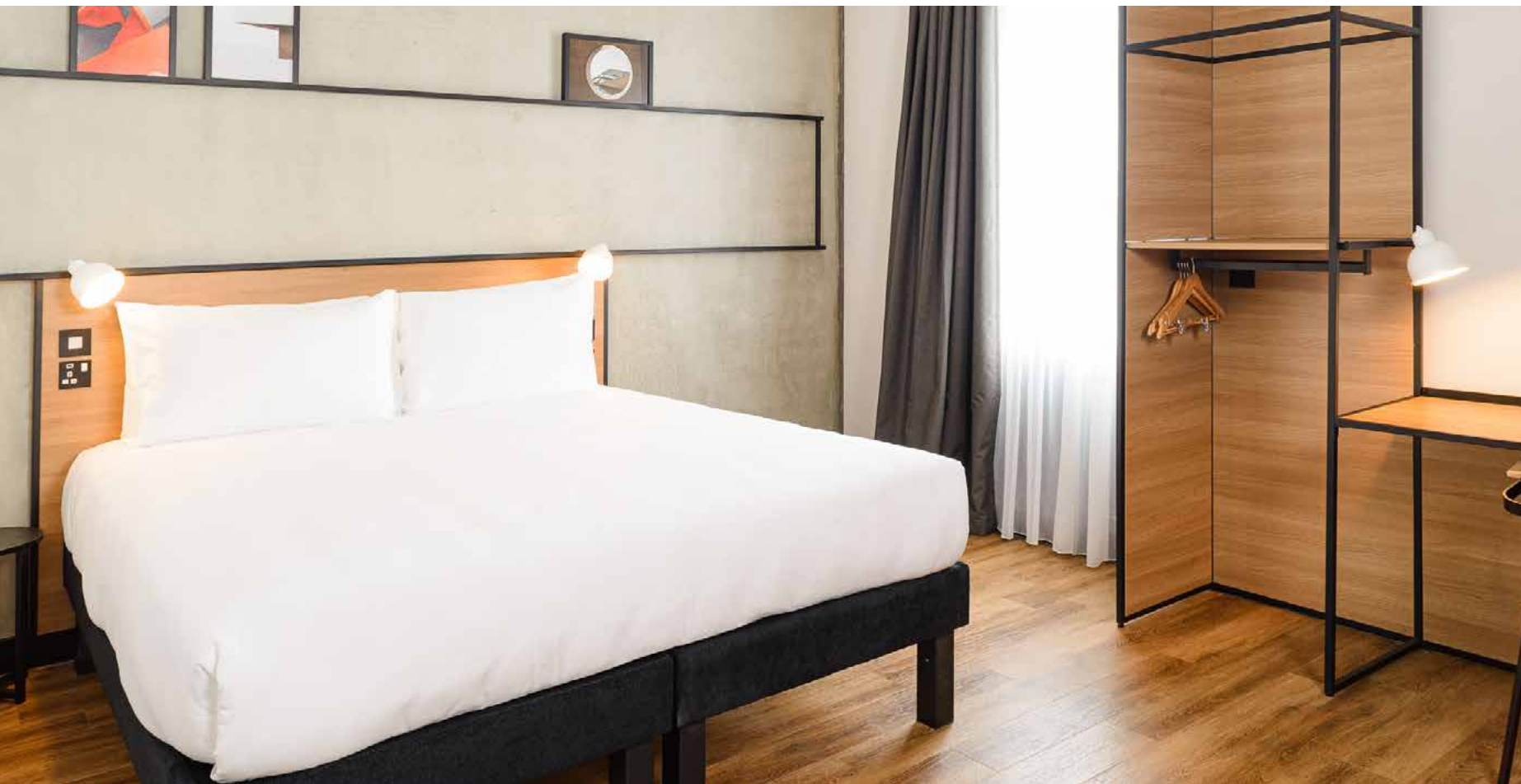
**Units:** 700 hotel rooms, apartments & all public areas

**Project Scope:** Caseloads, upholstery & outdoor furniture

**Installation period:** 16 weeks



 **ibis** HOTEL  
BRIDGWATER, SOMERSET



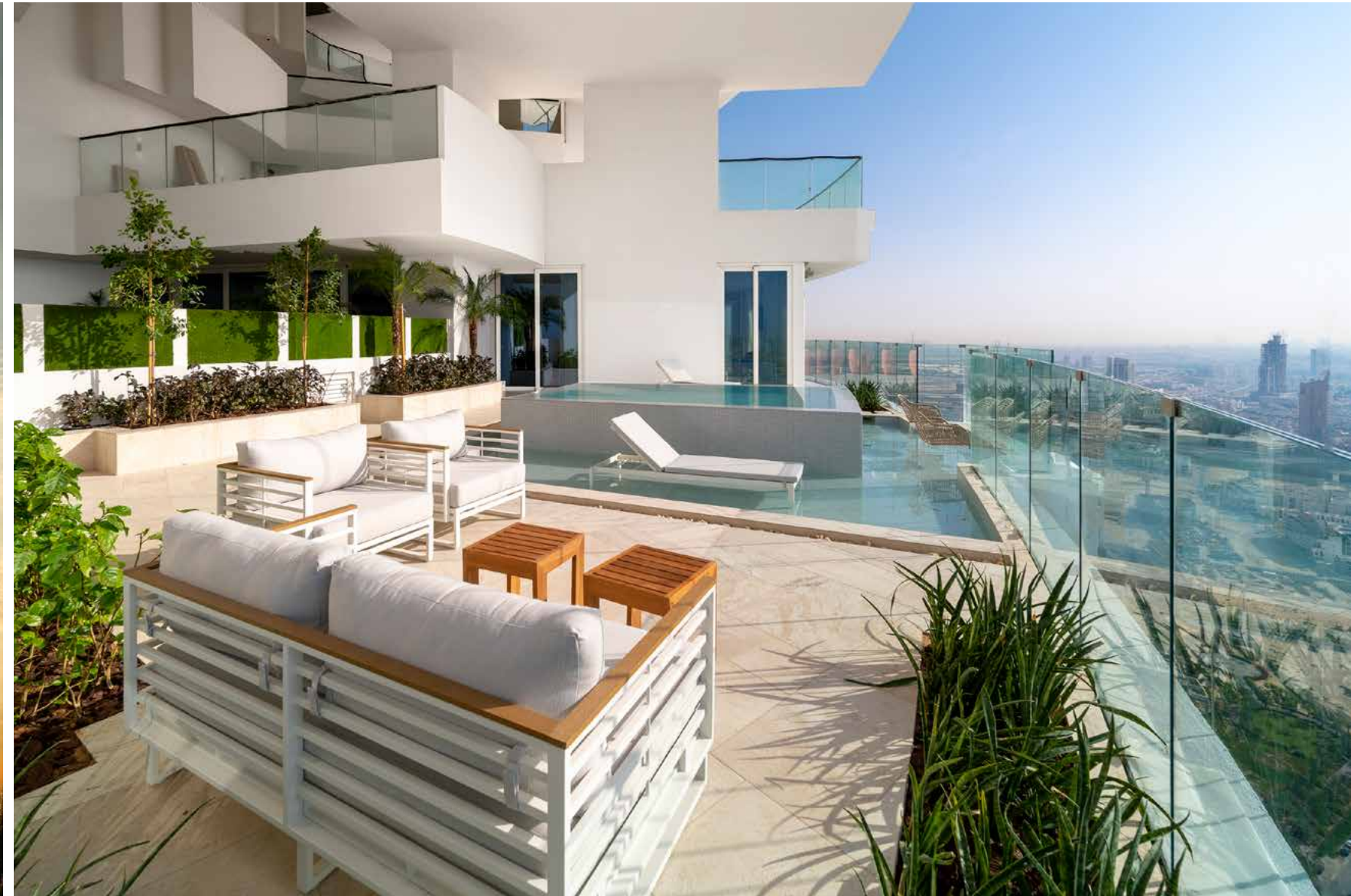
**Developer:** Midas Group  
**Development type:** Hospitality & Leisure  
**Units:** 144 hotel rooms  
**Project Scope:** Caseloads & upholstery



# V

FIVE

at Jumeirah Village Circle - Dubai



**Developer:** Five Development

**Development type:** Hospitality & Leisure (Patented Design)

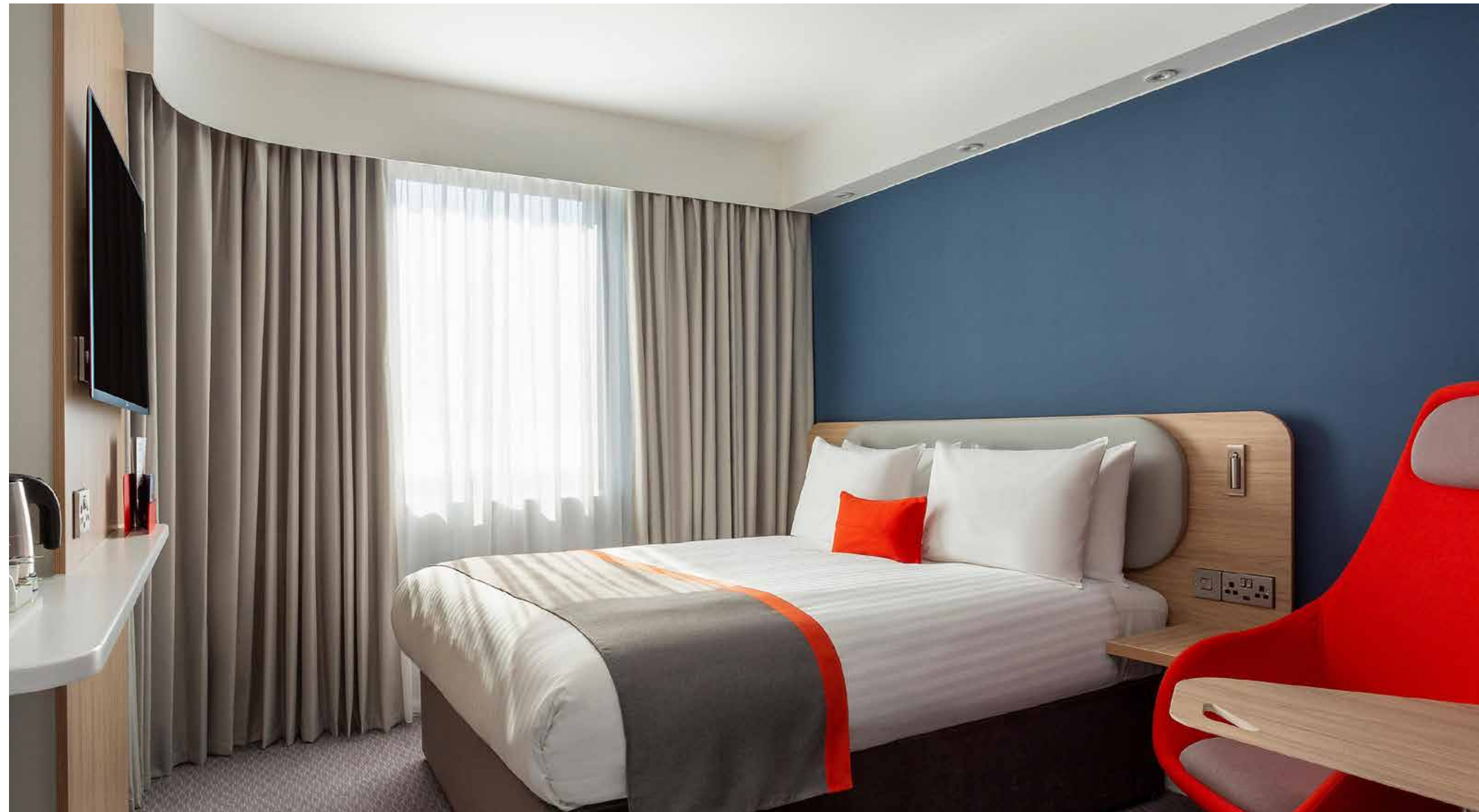
**Units:** 501 suites & apartments plus all public areas

**Project Scope:** Caseloads, upholstery & outdoor furniture



# Holiday Inn Express

BRIDGWATER, SOMERSET



**Developer:** Zeal Hotels

**Development type:** Hospitality & Leisure

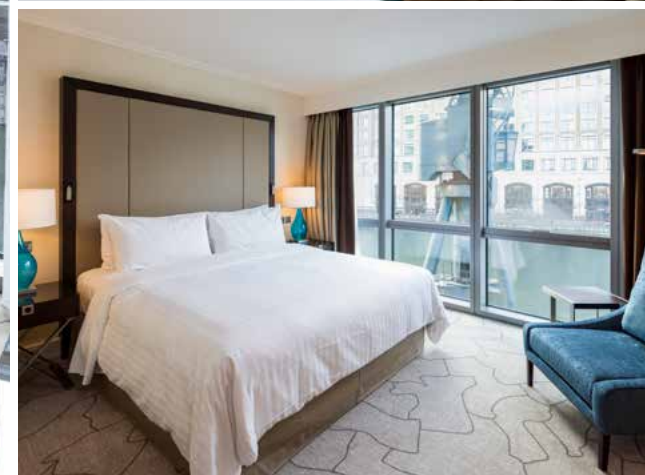
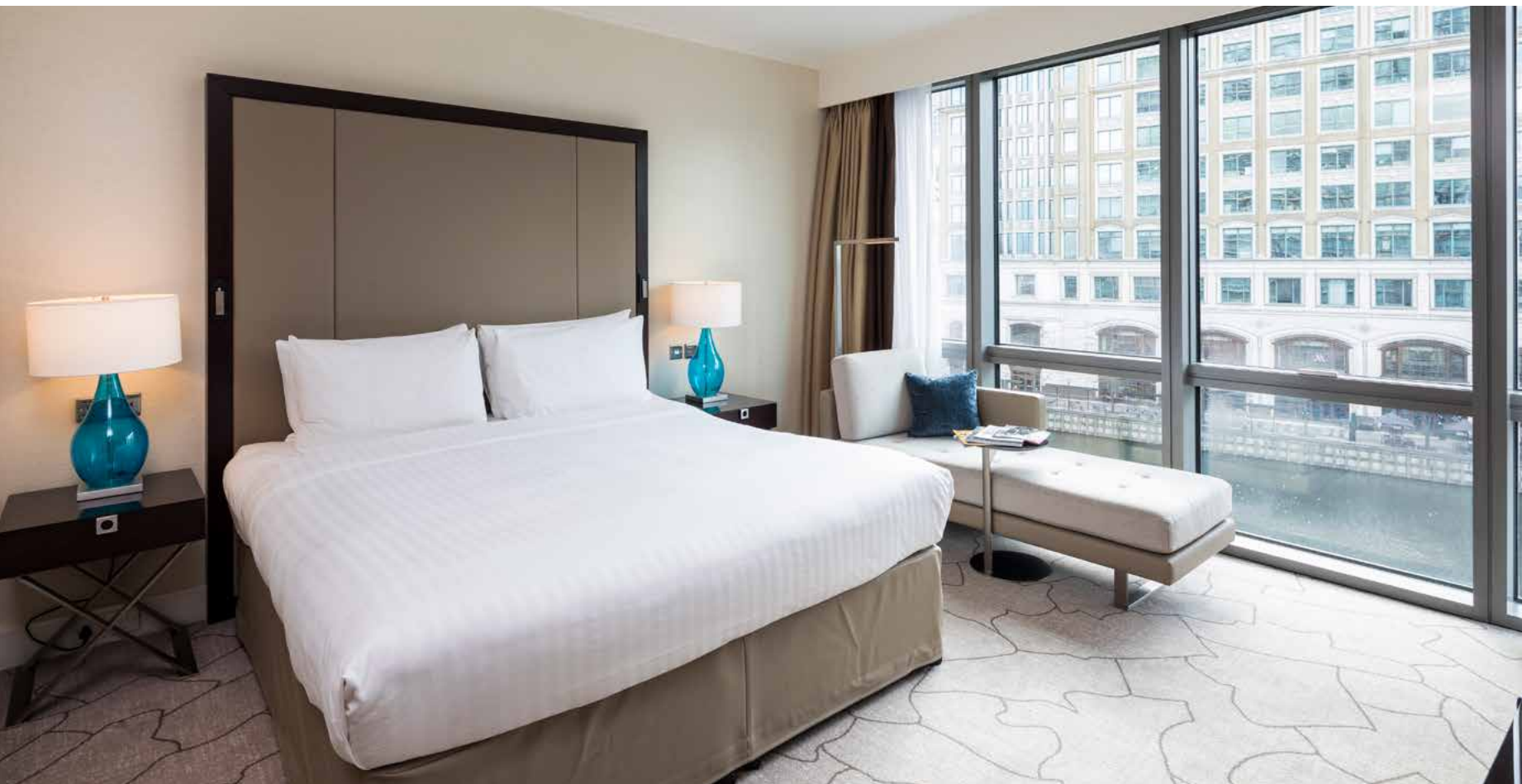
**Units:** Public areas & 138 bedrooms

**Project Scope:** Joinery, casegoods & upholstery

**Installation period:** 16 weeks



  
**MARRIOTT**  
CANARY WHARF, LONDON



**Developer:** Yianis Group  
**Development type:** Hospitality & Leisure  
**Units:** 301 bedrooms  
**Project Scope:** 5,000 pieces - including joinery, casegoods, upholstery & accessories  
**Installation period:** 12 weeks





INTERCONTINENTAL®

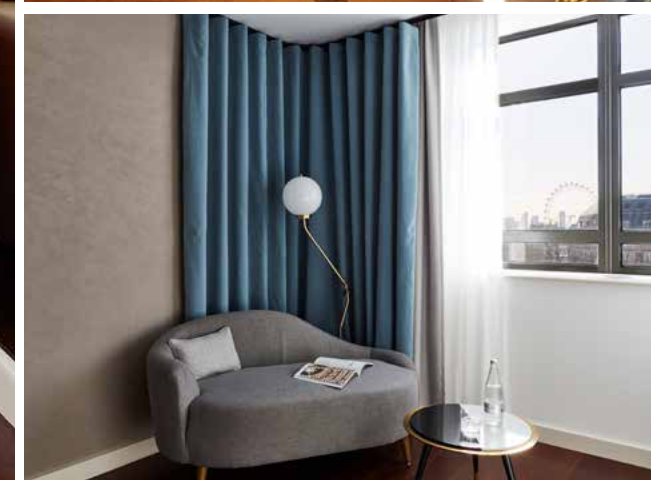
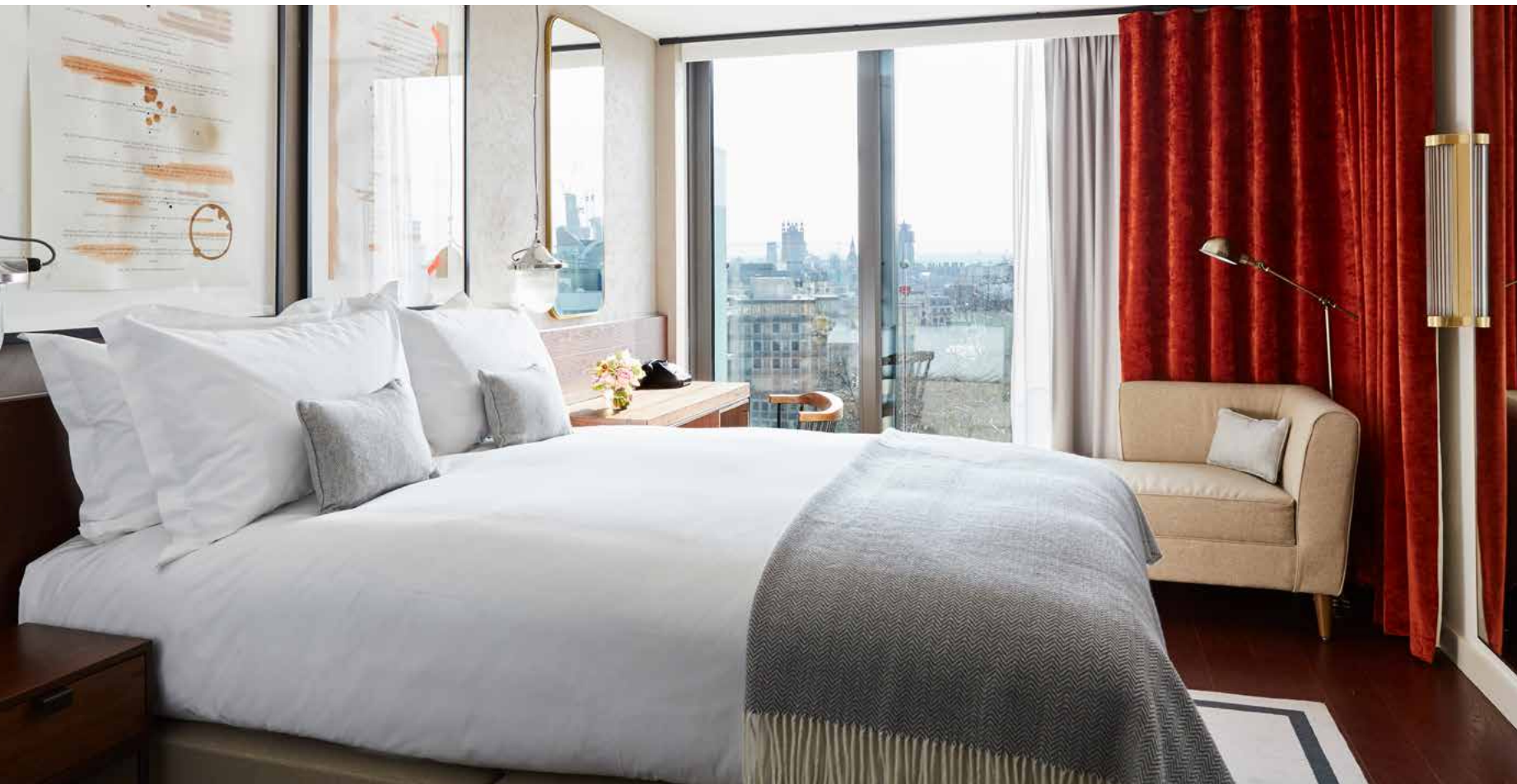
CLIPPER BAR, LONDON

Developer: Arora Group





LEICESTER SQUARE, LONDON



**Developer:** Criterion Capital  
**Development type:** Hospitality & Leisure  
**Units:** 700 hotel rooms, apartments & all public areas  
**Project Scope:** Casegoods, upholstery & outdoor furniture  
**Installation period:** 16 weeks





by *Malmaison*

STRATFORD-UPON-AVON



**Developer:** Malmaison Hotels

**Development type:** Hospitality & Leisure

**Units:** 46 bedrooms with headboards, tables, chairs & mirrors

**Project Scope:** Joinery, casegoods, upholstery & accessories

**Installation period:** 6 weeks



# The Diplomat

by *Radisson* **BLU**

MANAMA, BAHRAIN



**Developer:** Radisson Blu

**Development type:** Hospitality & Leisure

**Units:** Over 170 wardrobes, desks & cabinets

**Project Scope:** Joinery & casegoods





  
**CROWNE PLAZA**<sup>®</sup>  
AN IHG<sup>®</sup> HOTEL  
**MANAMA, BAHRAIN**

The Crowne Plaza is perfectly placed in the heart of the diplomatic area and close to the newly opened Avenues Mall. The hotel offers rooms that are smart and contemporary, making it one of the most flexible and unique destinations in Bahrain for both business and leisure. Distinction worked with the contractor, Kontra, to supply wardrobes, headboards, floating bedside units and minibars to the 138 bedrooms - over 1,200 pieces in total.

  
**DORSETT**  
HOSPITALITY INTERNATIONAL  
帝盛酒店集團

**SHEPHERDS BUSH, LONDON**

The Grade II listed, 8-storey, Dorsett Hotel, overlooking Shepherds Bush Green, in West London boasts 317 rooms with modern architecture and design. Distinction Group was responsible for fitting all bathrooms throughout the hotel with vanity units, tiles, shower screens and mirrors.







**SOFITEL**  
LUXURY HOTELS  
**HEATHROW, LONDON**

The Sofitel is the only Heathrow Airport hotel with direct access to Terminal 5. The Tea Salon complements the hotel's two restaurants and two bars, providing the perfect quiet space for an informal meeting or break at Heathrow. Distinction Group worked closely with the owner, Arora Group, to create a relaxing environment for hotel residents and visitors alike to enjoy afternoon tea and light meals in comfort and style.

**Radisson** **BLU**

**BELGRADE, SERBIA**

The Radisson Blu, Old Mill Hotel, Belgrade is centrally located in Old Belgrade near the banks of the Sava River. It boasts 236 contemporary designed bedrooms and 14 impressive suites. Distinction Group worked with Graft, the leading hotel architects based in Germany and the USA, producing originally designed, comfortable seating in the form of armchairs, desk chairs for the bedrooms, conference suite chairs, as well as tables, rugs and lighting. The result is undoubtedly the most contemporary, creative new hotel in the region.







**DOUBLETREE**  
BY HILTON™

**KINGSTON, LONDON**

**Developer:** EQ Group

**Units:** 147 bedrooms





## EAST LONDON

Aloft London Excel is a stunning hotel adjacent to The Excel exhibition centre in East London.

Distinction provided all the desk chairs for the 250 bedrooms and the suite furniture. Distinction also furnished the public areas with stylish seating and upholstery, as well as manufacturing the walnut furniture for the bar, restaurant and breakout areas.

## THE LODGE HOTEL

### PUTNEY, LONDON

**Developer:** Putney Lodge Hotel

**Development type:** Hospitality & Leisure

**Units:** 25 bedrooms of furniture & soft furnishings minibars

**Project Scope:** Joinery, upholstery, casegoods & accessories





# Schooner Bar

WANDSWORTH, LONDON



**Developer:** SRQ Limited

**Development type:** Hospitality & Leisure

**Units:** Over 60 tables, stools and chairs

**Project Scope:** Loose furniture & upholstery



**FRASERSUITES**  
RIYADH

**Location:** Riyadh, Saudi Arabia  
**Developer:** Edafah  
**Development type:** Hospitality & Leisure  
**Units:** 350 bedrooms & all public areas  
**Project scope:** All products



**FRASERPLACE**  
CANARY WHARF-LONDON

**Location:** Canary Wharf, London  
**Developer:** Frasers Hospitality  
**Development type:** Serviced Apartments  
**Units:** Full turnkey, 108 apartments (268 rooms)  
**Project Scope:** Joinery & casegoods

**FRASERSUITES**  
QUEENS GATE-LONDON

**Location:** Queens Gate, London  
**Developer:** Frasers Hospitality  
**Development type:** Serviced Apartments  
**Units:** 105 apartments (252 rooms)  
**Project Scope:** Joinery & casegoods





# Elephant One

APARTMENTS

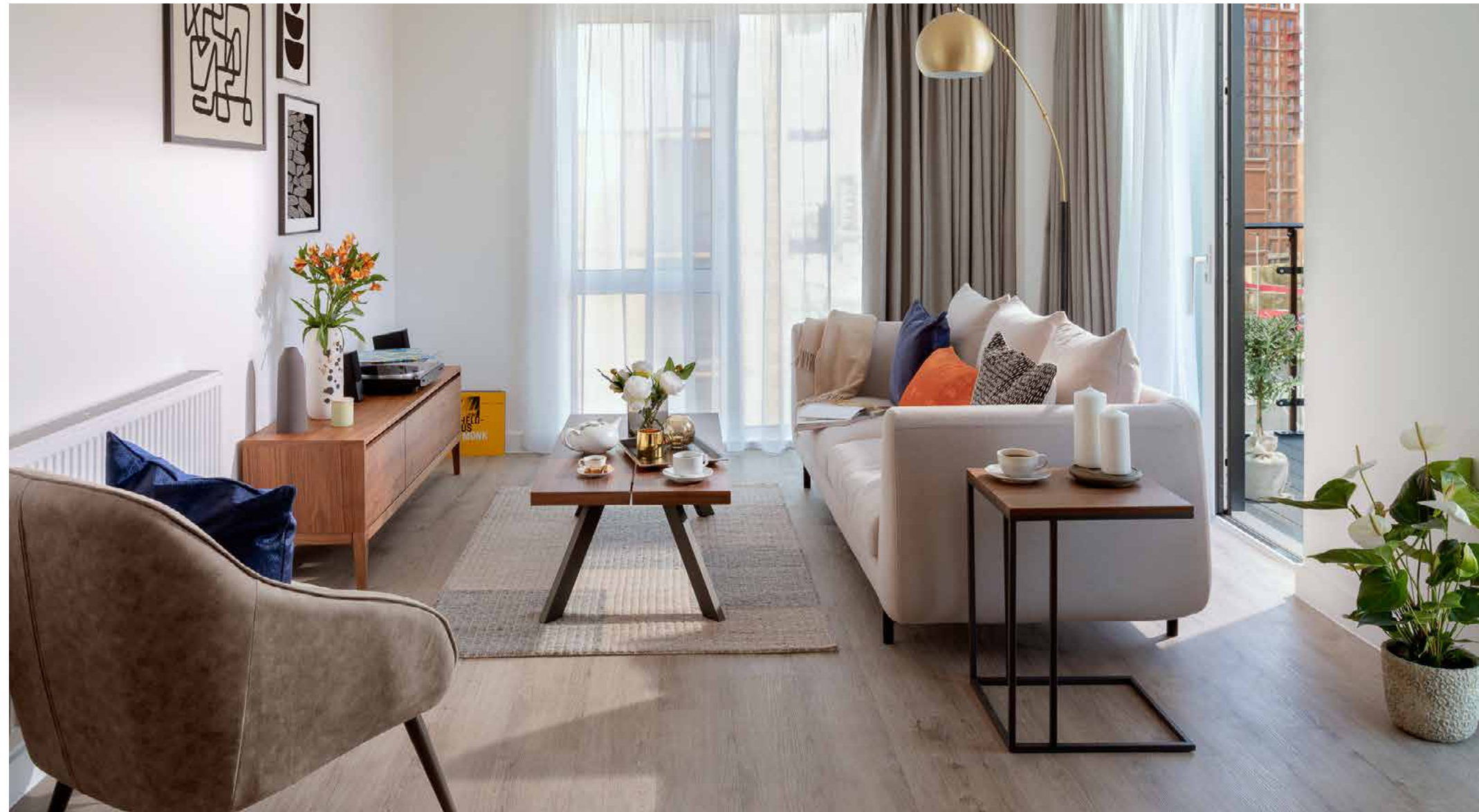


**Location:** Elephant & Castle, London  
**Developer:** Get Living  
**Development type:** Private rented sector  
**Units:** 374 1,2 & 3 bedroom apartments  
**Project Scope:** All furniture & accessories  
**Installation period:** 14 weeks



# New Maker Yards, Middlewood Locks

SALFORD, MANCHESTER



**Developer:** Get Living

**Development type:** Private rented sector

**Units:** 275 Apartments

**Project Scope:** All furniture & accessories

**Installation period:** 14 weeks





## EAST VILLAGE LONDON

**Location:** East London  
**Developer:** Get Living  
**Development type:** Private Rented Sector  
**Units:** 1439 apartments  
**Project Scope:** Wardrobes



PRIVATE RENTED SECTOR

## LIV DUBLIN STUDENT ACCOMMODATION

**Location:** Dublin, Ireland  
**Developer:** LIV Student, Valeo Group  
**Development type:** Student Accommodations  
**Units:** 215 bedrooms, 32 cluster living rooms & communal areas  
**Project Scope:** All furniture & accessories



STUDENT ACCOMMODATIONS





## THE CARLYLE

The Carlyle is the latest project of private rental apartments by London-based designers Visu Verum Interiors. Situated in affluent Kensington, the building consists of 12 two, three- and four-bedroom luxury homes. Distinction Group were engaged by the designers to provide loose furnishings for the apartments, most notably a diverse range of plush upholstered goods. The classic contemporary design scheme is a bright and homely haven.



## LIV SHEFFIELD STUDENT ACCOMMODATION

**Location:** Sheffield  
**Developer:** LIV Student, Valeo Group  
**Development type:** Student Accommodations  
**Units:** 82 cluster living rooms & public areas  
**Project Scope:** All furniture & some accessories







## NORTH LONDON PRIVATE RESIDENCE

Surrounded by nearly five acres of beautifully maintained landscaped grounds, this private residence is possibly the most exclusive development in the Harrow Area. Distinction worked closely with the owner in refurbishing the communal areas of four of the individual buildings, supplying console tables, mirrors, chairs, accessories as well as enhancing the interior with new paint colour, flooring and wallpaper to create a stunning contemporary interior.



PRIVATE RESIDENTIAL



## HAMELS MANSION

Hamels mansion is a beautiful stately home dating back to the 16th Century, located in the peaceful Hertfordshire countryside. This luxurious Country Estate was regenerated by Distinction to the most exacting standards, with marble floors and up to 5 metre high ceilings. Distinction refurbished all 10 apartments and communal areas, combining original features with stunning contemporary style interiors.



PRIVATE RESIDENTIAL



# MANUFACTURING

## EUROPE

Distinction Group ensures that everything we manufacture is made by expert furniture makers with whom we have established close relationships.

As a result, we produce many of our items in Europe, using the same control and design processes we employ throughout the business. This ensures that we consistently achieve a high quality finish for every project.

## FAR EAST

Distinction Group has been producing and manufacturing bespoke furniture in the Far East and Indonesia for over 14 years through a unique, expert supply chain.

Our China based quality control office is expertly placed to ensure that every piece produced meets the most stringent European standards and our own exacting specifications.

The China office also coordinates all shipping and logistics to ensure each item for every project is correctly packaged and quality checked to arrive on time and according to the project installation schedule.



# PROJECT MANAGEMENT

Distinction Group offers a complete project management service from contract commencement to project completion.

From the approval of shop drawings to the installation of furniture, our talented teams across the world manage the process professionally and smoothly.

You can be at ease knowing that your FF&E order is in the hands of one of our knowledgeable and experienced project managers, allowing you to proceed with other aspects of your project.





## OUR SERVICES & QUALITY

With our technical expertise and a team of experienced project managers we offer a highly valued service, working hand in hand with project designers and architects to achieve a successful outcome for your FF&E project. Our services also include prototype room sets and value engineering to enhance budget requirements and costings for each and every project. At Distinction Group we are fully aware of the trust our clients place in us to ensure their project is furnished on time and to the required standards. With a full cooperative approach we take the risk out of FF&E procurement, manufacturing and delivery.

## AFTER SALES SERVICES

Distinction Group provides a full service from product concept right through to installation and beyond. By providing a 5 year warranty you can be sure that your products are well supported throughout their lifespan.

## DELIVERY & INSTALLATION

Every item leaving our manufacturers is clearly labelled to facilitate shipping, customs and installation requirements at the destination.

On site, our experienced installation team oversee the process, ensuring each product is assembled and installed correctly, with care and to the agreed schedule.

## SUSTAINABILITY

Distinction Group is committed to reducing its impact on the environment and as a result we only use FSC certified timber in our products.

We continue to work to minimise our carbon footprint, taking advantage of technological advances in manufacturing and evaluating our activities in every part of the business.



## BRITISH ENGINEERING

For more than three decades, Distinction Group's objective has remained the same; to be a customer focused manufacturer able to provide outstanding quality of product, combined with exceptional value. Proud of our British base, we strive for innovation and excellence with every client and project.





## COMPLETED PROJECTS

### HOSPITALITY & LEISURE PROJECTS (I)

**aloft** Hotels  
Aloft London Excel Exhibition Centre (2011)  
Captains Club Hotel - Christchurch (2006)

**CAPTAIN'S CLUB HOTEL & SPA**  
Holiday Inn Telford - Telford (2004)  
Park Inn Manchester (2009)  
Holiday Inn Gatwick Worth - Gatwick (2010)  
Holiday Inn Express - South Wimbledon (2013)  
Indigo Tower Hill - London (2014)  
Holiday Inn Express - Cardiff (2015)  
Holiday Inn Express - Burton Upon Trent (2015)  
Intercontinental, Clipper Bar - London (2015)  
Indigo Leicester Square - London (2018)  
Holiday Inn Express - Heathrow (2018)  
Crowne Plaza Hotel - Bahrain (2018)  
Holiday Inn Express - Bridgwater (2019)

Grand Harbour Hotel - Southampton (2013)

**Hilton**  
Hilton T5 - Heathrow (2011)  
Hilton DoubleTree - Marble Arch (2012)  
Hilton DoubleTree - Kingston (2017)  
Canopy by Hilton - Aldgate (2020)  
Euston Square Hotel - London (2008)

**DUKE OF NORMANDIE HOTEL**  
Duke of Normandie Hotel - Putney (2013)

### HOSPITALITY & LEISURE PROJECTS (II)

**FIVE PALM JUMEIRAH DUBAI**  
Five Palm Jumeirah - Dubai (2017)  
Jumeirah Village Circle - Dubai (2018)

**RADISSON HOTEL GROUP**  
Radisson Blu Hotel Bristol (2009)  
Radisson Blu Hotel Cardiff (2009)  
Radisson Blu Old Mill Hotel Belgrade (2015)  
Radisson Blu The Diplomat - Bahrain (2018)

**MARRIOTT**  
Hanbury Manor Hotels & Country Club (2000)  
Victoria & Albert Hotel - Manchester (2010)  
Marriott Hotel - West India Quay (2018)  
Residence Inn by Marriott - Slough (2021)  
Moxy Slough - Slough (2021)

**LANGHAM**  
Langham Palm Jumeirah Hotel - Dubai (2015)  
Hotel du Vin - Stratford-Upon-Avon (2018)  
Hotel du Vin - York (2021)

**Maison**  
Marco Pierre White's Frogmill Hotel - Cheltenham (2009)

**THE WELLINGTON HOTEL**  
The Wellington Hotel - Isle of Wight (2006)

**Grey Street Hotel**  
The Grey Street Hotel - Newcastle (2004)

### HOSPITALITY & LEISURE PROJECTS (III)

**RAMADA**  
Ramada Telford - Ironbridge (2014)

**DORSETT**  
Shepherd's Bush Pavilion Dorsett Hospitality (2013)  
Watergate Bay Hotel - Cornwall (2002)

**THE LODGE HOTEL**  
The Lodge Hotel - Putney (2015)  
Telford International Hotel (2004)

**INTERNATIONALHOTEL**  
Donnington Manor - Sevenoaks (2015)  
Wyck Hill House Hotel & Spa - The Cotswold (2004)

**WESTWOOD TRAINING CENTRE**  
Westwood Training Centre - Coventry (2003)

**SOFITEL LUXURY HOTELS**  
Sofitel London Hotel - Heathrow (2016)

**SERVICED APARTMENTS PROJECTS**  
Fraser Suites Glasgow (2005)  
Fraser Suites Kensington (2012)  
Fraser Suites Queens Gate (2012)  
Fraser Suites Riyadh (2016)

Fraser Property Islington on The Green (2009)  
Fraser Residence London City (2010)  
Fraser Residence Bishopsgate (2010)  
Fraser Place Canary Wharf (2014)

### PRIVATE RENTED SECTOR PROJECTS

Get Living, East Village London (2013)  
Get Living, New Maker Yards (2018)

**DELANCEY**  
Delancey, Elephant One (2018)

### STUDENT ACCOMMODATION PROJECTS

Britannia Student Services Mitre House (2014)

**BRITANNIA STUDENT SERVICES**

LIV Dublin Student Accommodation (2018)  
LIV Sheffield Student Accommodation (2019)

**LIV DUBLIN**

### PRIVATE RESIDENTIAL PROJECTS

Hamel's Mansion - Hertfordshire (2017)  
North London Private Residence (2018)  
The Carlyle - Earl's Court (2019)



InterContinental Hotel London - The O2



Radisson Blu Old Mill Hotel - Belgrade



Hilton DoubleTree - Kingston



Marriott Hotel - West India Quay



Five Palm Jumeirah - Dubai



Aloft London Excel



Fraser Suites Riyadh



Delancey, Elephant & Castle Redevelopment



## DISTINCTION Contract Furniture

Distinction Contract Furniture is the backbone of the Distinction Group, one of the largest and most respected contract furniture manufacturers in the UK.



## DISTINCTION Wholesale Furniture



Distinction Furniture manufactures high quality designer furniture exclusively for interior designers, retailers and other members of the UK trade.

## DISTINCTION BTR & Private Residential

Distinction brings its wealth of experience to the BTR sector, offering expertly made contract grade furniture to the expanding rental market.



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