



DISTINCTION
Group

Contract Furniture Manufacturers



www.distinctiongroup.com

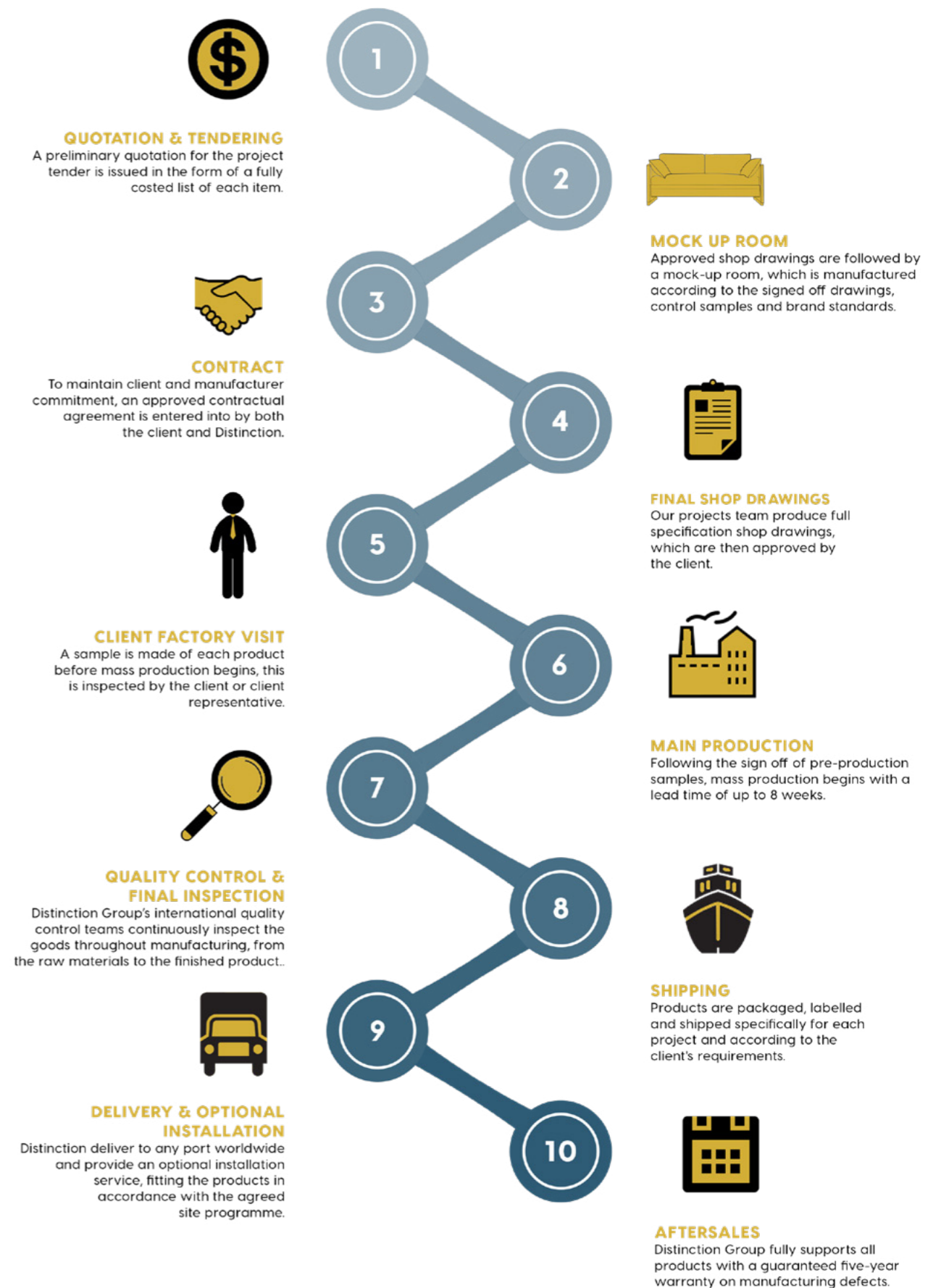
PUSHING THE BOUNDARIES OF FF&E

Strictly speaking, Distinction Group provides a complete FF&E – Furniture Fixtures & Equipment – manufacturing, sourcing and installation service for hotels, serviced apartments, PRS apartments and student accommodation. We pride ourselves on supplying all case goods and loose furniture items to acknowledged brand standards, on time and within budget.

But we don't really believe in putting limits on the things we can do. For over three decades we've been pushing the boundaries of FF&E production, finding new and innovative ways to bring 5* calibre furnishings to a diverse range of projects and budgets. We're unwilling to compromise on quality, creativity and efficiency. And given how well these values have served us for the last 38 years, there's no question that they will remain paramount as we look to the future.



THE PROCESS





EXPERIENCE

Since Distinction Group was established in 1981, we have been successfully manufacturing contract furniture for hotels, serviced apartments, private rented sector apartments and student accommodation. Our accomplished founder, Mark Elliott remains an integral part of everyday operations, backed by his trusted executive team with a combined 88 years of professional experience designing and making furniture.

For more than three decades, Distinction Group has refined their craft, striving to consistently deliver products of an outstanding quality, on time and to budget. As the business has expanded, so has our international outreach. We now have expert representatives located in Dubai, Saudi Arabia and Hong Kong, each uniquely qualified to ensure our values of integrity, creativity, quality and service are maintained the world over.

QUALITY AND VALUE

At Distinction Group we don't compromise on quality. We are committed to delivering projects on time and to the required standard. With our technical expertise and team of experienced project coordinators, we maintain impeccable manufacturing standards for each and every project regardless of the budget.

Every piece we manufacture is inspected by our expertly employed quality control teams. No piece leaves our factory floor unless we'd be happy to have it in our own homes. We are so certain of the quality of our product that we offer a five-year warranty for manufacturing defects on every item we supply.

PROJECT MANAGEMENT

Our committed team of project coordinators oversee all projects from contract commencement to project completion. Our committed team are on hand to manage the process professionally and smoothly, allowing you to give your undivided attention to other matters.

The dedicated and qualified team are overseen by our Projects and Design Director Susan Wan, who has personally managed projects worth over \$10 million respectively. The project department's varying qualifications range from Interior and Spatial design to Industrial design and even Architecture. This diverse group of creative talent provides the backbone to Distinction Group's continued success.



MANUFACTURING & QUALITY CONTROL

A GLOBAL MANUFACTURER: Distinction Group has been producing and manufacturing bespoke furniture in the UK, Europe and the Far East for nearly 40 years through our unique, expert supply chain.

Our midlands-based factory boasts specialist manufacturers of extremely high-quality casegoods, with the added benefit of short lead times and delivery costs. From design to mass production, these products showcase the very best of British industry.

Quality control offices in London and multiple locations around the world, ensure that every piece of furniture produced meets the most stringent British standards and our own exacting specifications.



DECADES OF EXPERIENCE: Over the past three decades we have refined our manufacturing process, combining expert craftsmanship with innovative technology to create furniture that is both beautiful, durable and competitively priced.

We offer smart, cost effective solutions through our local and international factories. This includes value engineering services to allow us to work to any budget.

DELIVERY & INSTALLATION

Every item leaving our manufacturers is clearly labelled to facilitate shipping, customs and installation requirements at the destination. Distinction Group is consistently dedicated to reducing our waste production and carbon footprint. We continue to minimise the use of single use plastics within all our packaging, working towards a more sustainable future.

We ensure that all our furniture is delivered and installed in pristine condition with our own managed delivery service, giving you total peace of mind. Our expertly trained installation teams oversee everything from the moment the products arrive at our international distribution centres. They are on hand to ensure that every single item is handled with due care and attention before, during and after installation.

On site, our experienced installation teams work together with our logistics department ensuring each product is assembled and installed with care and to the agreed schedule.



CASE STUDY 1 - 5* DELUXE HOTEL - UAE FIVE PALM JUMEIRAH - DUBAI



Distinction Group was approached by SKAI Holdings to furnish the majority of the furniture for the 477 spacious guest rooms and suites as well as the 222 residences of the development and were specifically tasked with bringing Yabu Pushelberg and NAO Taniyama Associates innovative designs to life. Distinction Group worked closely with the developers to provide the hotel with a range of beautiful furnishings, casegoods, upholstery and outdoor furniture - Distinction supplied over 14,000 items in all for this highly successful project.

**700 luxury
hotel rooms,
apartments
& all public
areas**

CASE STUDY 2 - FURNISHED RENTAL APARTMENTS UK NEW MAKER YARDS, MIDDLEWOOD LOCKS - MANCHESTER



New Maker Yards is the largest build-to-rent project outside London, boasting 800 new homes. Working with developer Get Living, Distinction were brought on board for the first phase of the project, fully furnishing the first 275 homes. The development includes an array of 1, 2 and 3 bedroom properties furnished according to three meticulously crafted design intents. Distinction worked in collaboration with the developer to produce the three separate schemes, before fully manufacturing and installing all the furniture for this unique build-to-rent property.

**275 1,2 & 3
bedroom
apartments**

CASE STUDY 3 - 4* HOTEL - UK
HOTEL DU VIN - STRATFORD-UPON-AVON



Distinction Group worked in collaboration with owner, Malmaison Hotels, in creating a bold interior depicting Stratford-upon-Avon's harmonious blend of old and new. Distinction furnished 46 of the hotel bedrooms with an array of headboards, wardrobes, tables, chairs and mirrors; the result is a subtle contemporary decor with earthy colour accents.

**46 boutique
bedrooms
& suites**

CASE STUDY 4 - 3* HOTEL - UK
HOLIDAY INN EXPRESS - BRIDGEWATER



Distinction Group was approached by Zeal Hotels to provide the furniture for all 138 bedrooms, as well as many of the public areas, including bespoke reception pods. The décor throughout the hotel boasts softly curved edges inspired by Scandinavian design and sharp injections of colour for a bright and modern finish.

**138 bedrooms
& all public
areas**

LIV DUBLIN - LUXURY STUDENT ACCOMMODATION

VALEO GROUP - EIRE

215 bedrooms, 32 cluster living rooms and all public areas





DISTINCTION
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