

club

nufurn  Commercial Furniture Solutions

Living



WELCOME SPRING



Despite it being what some would call 'an interesting year' so far, we're definitely feeling a degree of optimism in the spring air!

As spring settles into summer we're sure the feeling will only strengthen as the event and function markets go into full strength with the warmer weather.

Ahead of us lies the more buoyant times of seasonal celebrations, spring racing carnivals, the peak wedding period and let's not forget that Christmas is just around the corner.

Most people we talk to are confident of a strong function season. Many are planning revamps of their venues to attract new customers and better cater to people's needs for drinking, dining and celebrating.

If you're thinking about a refit or new furniture, do feel welcome to call us for a no obligation chat. You'll be surprised at what we can do to transform your premises. Alternatively, come and visit our new showroom (see story this page) to see for yourself how our range can upgrade your look.

We trust this newsletter is of interest and look forward to celebrating with you soon.

Gavin Krawchuk
Managing Director



New showroom offers you a full display

Showroom and warehouse in Condell Park is now complete and we're open for visitors.

Everything that is available on our website is now on show and available in the showroom, and there is also a comprehensive range of banquet seating and tables to view.

One of the feature displays is our European Bentwood furniture. This range is perfect for bistro areas.

Also on display is a full range of contemporary indoor and outdoor chairs and tables.

The new premises are more central for our clients in pubs, clubs and the general hospitality industry, so we're now easy to get to from wherever you're located.



Please come and visit us at 12/350 Edgar Street, Condell Park; have a coffee and chat to us about your needs.

We're sure you'll be surprised and inspired by the possibilities that you'll see.

Cricket nutter Rossie is our major projects expert

Rossie Symmans, our Senior Account Manager – Major Projects is obsessive in his pursuit of providing the ultimate service on our major projects work.

Rossie's speciality is clubs, but he also has a vast experience in the special event market, hotels and pubs, all of which ensures an amazing result for his clients.



His obsessive nature extends to his fascination with cricket.

Despite being UK born he grew up in Australia and has spent years watching and absorbing cricketing details. They say every man has his obsession.

Unless you're equally obsessed may we suggest you don't start him on the subject, now that the season has just begun!

www.nufurn.com.au

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PRODUCT SPOTLIGHT



Luccia Chair: The Brisbane Club



Event Pro-Lite Tables, Coversham Status Chairs : The Outrigger Resort, Noosa



Marriot Hotel Sydney: Custom Dry Bars and 'Quay' Stool



Champagne Chiavari Chair

Three tips for capturing the function market

Capturing the celebration/function market is an important income stream for many clubs and pubs.

With the function season about to get into full swing and running through until the New Year, it's important to make sure you're equipped to make the maximum function dollars for your establishment.

A good function will not only generate immediate revenue for a Club, it's also a great way to gain repeat patronage and referrals.

There are three key tips to consider when capturing those function dollars:

1. Location, equipment and staff

Holding successful functions is all about facilities and service. To ensure that you can cater to the needs of your prospective function clients, designate a dedicated area within the club for functions. Appoint at least one person to manage enquiries and to be the go-to person for all things functions.

Consider what capacity the area/room can hold and if you have enough existing seating and tables for meeting the needs, and sufficient staff to provide service to the clientele.

2. Type of function

Determine what type of functions you can target – formal or informal.

Does your club and location suit weddings for 400 PAX, or smaller more intimate functions such as 21st and 40th birthday celebrations?

Can the function area be separated from the other areas of the club? If so, it will create a more private function facility and therefore cater to these different markets.

3. Awareness

Your existing clientele and residents within the surrounding area need to know that you cater for functions. You need to promote yourself as a venue.

Determine a simple action plan to build awareness of your suitability as a venue for functions. Match your club to your audience and to the mediums that they use and listen to – online, radio, print, press or word-of-mouth.

Promote

your services and the facilities available, especially in this peak functions period.

If you'd like more ideas on how to maximise your ability to cater for functions and events, call us today on our toll free number: 1800 650 019, we'd be pleased to help.

Wesley Centre revamp from Nufurn



Nufurn recently worked with the Wesley Conference Centre in Sydney to assist in an upgrade of their conference chairs. We asked the centre's Sales and Marketing Manager, Bryson Strolin, about the new look.

What prompted the need for new furnishings in the centre and what did it consist of?

Bryson: Our existing 750 conference chairs were at the end of their useful life after seven years and we had decided we needed a new, upmarket look for the centre.

How did you find Nufurn, were they competitive and did they offer benefits over other suppliers?

Bryson: I did some internet searching, reviewed a few suppliers and contacted Nufurn, whom I'd never heard of previously. They provided us with everything we needed: information, quotes, images, fabrics, different styles of chairs that could be suitable, and Rossie was more than competent in looking after our interests. We were always able to easily contact

them; they got back to us with answers and didn't harass us about placing an order.

Did Nufurn go over and above in their service in certain areas?

Bryson: Most definitely. They even supplied us with the names and contact details of various Nufurn clients that we could go and visit to view their furnishings [supplied by Nufurn] and talk to them about the process and their decision. One of the clients allowed us to borrow some chairs to bring back to our premises so that we could see how and if they would work in the surrounds

What's been the feedback from patrons about the new look?

Bryson: As with all dramatic changes, the feedback has been mixed. As far as colour and design goes, moving from a navy blue/

grey to a red hue fabric and a more modern design chair has been striking. There is no question that the comfort factor is far superior, as is the quality of the finish.

How did Nufurn perform overall and would you recommend them to other function centres?

Bryson: I'd be very happy to recommend them to others. They helped us, provided all the information we needed and kept us informed of the order progress and delivery.

Did you know...

Blackberries, raspberries, and boysenberries are "aggregate fruits," which means they're made up of multiple fruits, each holding a seed.

Our furniture chosen for IGT at AGE2011

It was great to catch-up with everyone at AGE2011 in Darling Harbour during August.



We saw lots of familiar faces and made some new friends, as well as receiving an outstanding response to all of the products on display.

Our fabulous new range of Alufresco outdoor aluminium furniture (see story back page) was on display as well as other key lines.

We were also exceptionally proud to be selected (from among the many suppliers) to supply the furniture needs for the IGT stand.

Take a look at the fantastic image below to see why we were so proud to be selected.



Did you know...

The recommended maximum daily sodium intake is 2,300mg - a little more than a teaspoon of salt. The average Australian takes in anywhere from 2,500 to 2,600mg while the body actually requires very little - less than 200mg per day.



New product - Alufresco

Brand new to the marketplace is our range of outdoor furniture – the Alufresco range – the perfect choice for a bistro or garden area.

After two years of research and development, this range has been designed and made from 100% fully welded aluminum with commercial grade powder coating.

Styled as Bentwood furniture, it has the look and feel of European furniture with the strength and durability of steel – but in aluminum.

The standard coating is walnut; however we can

also offer powder coating in any solid colour that you require.

That means we can match the colour and look of your existing furniture so that your bistro area blends through into the outdoor setting. The new Alufresco outdoor furniture withstands wind, rain and other elements, as well as being cool to touch even in the afternoon sun.

Being aluminum, the range is very light in weight but not performance; the seats can alternatively be upholstered and it visually upgrades the look of any outdoor area to a stylish, wood-look that will win over any patron.



CLUB Function Furniture Offer SPECIAL OFFER - SAVE up to \$1540



- » Buy 10 Event Pro Lite Folding function tables (any size) and receive a Free Table Trolley valued at \$790.
- » Buy 100 Banquet Chairs and receive a Free Chair Trolley worth \$750.
- » Budget Function Furniture Packages based on the purchase of 100 stacking polypropylene chairs and 10 x 5ft round folding tables, start from \$3,731.50 ex GST
- » Professional Function Furniture Packages based on the purchase 100 stacking metal banquet chairs and 10 x 6ft round folding tables, start from \$14,368 ex GST

We offer the largest range of function chairs and tables in Australia so call us today to see how we can transform your venue.

We're extremely proud to have supplied the following venues recently:

- Belmont 16 Footers Club
- The Wesley Conference Centre
- Museum of Contemporary Art, Sydney
- Fortescue Metals Group

We look forward to being of service to you too.

New catalogues



Don't miss your copy of our new Function Conference & Event Catalogue and our Hospitality Catalogue.

Call us today on 1800 650 019 for your free copy.

