

# MOVING FORWARD



ISSUE NUMBER 01



## Celebrating 60 Years of caring for people who care for people

## letter from the editor

### James Spencer unveils new **FTF** range

James Spencer & Co has launched a new eco-friendly furniture range, with the frames made totally from recycled plastic.

Thought to be unique to the industry sector, the company has unveiled its ground breaking Forward Thinking Furniture (FTF) range of chairs, settees, beds and dining chairs to coincide with its landmark 60th anniversary year.

Richard Spencer, chairman of James Spencer & Co, explained: "FTF is extremely strong and heavy furniture that is built to last.

"Although frames are made from recycled plastic, FTF retains the appearance of wood – yet is stronger than wood and more durable than steel. It will never rot, is 100% non-porous, fungus and corrosion proof, requiring minimal maintenance.

"Fully compliant with current fire safety regulations, the range also has 100% waterproof frames that can be jet-washed and are chemical-resistant. Safety and hygiene considerations are vital and while FTF allows for thorough cleaning to reduce risks of cross-infection, the product always stays attractive.

"The range is offered with a wide choice of upholstery fabrics. One of the secrets behind Forward Thinking Furniture is that all the upholstery is removable and, should any part become damaged, it can be quickly and easily replaced on the premises without having to take the product out of service."

James Spencer's FTF range, said to have a multitude of applications, is being marketed widely across the healthcare, leisure and hospitality sectors.

It is thought particularly suitable for challenging behaviour environments, notably among users who may face mobility, disability and mental health issues.

Richard Spencer said: "Environmental considerations are high on the agenda as we seek



Above: A sample of James Spencer new FTF range – "one of the most exciting and cost-effective product innovations in years."

Below - where the whole "green" process for the frames begins - as plastic washing up bottles and milk cartons.



to minimise our carbon footprint. Because FTF frames are made from 100% post-consumer recycled plastic from waste collected in the UK, landfill is reduced substantially, as are freight miles.

"Environmental protection and economic sustainability cannot be separated. FTF clearly demonstrates that financial and social responsibility can go hand in hand - saving money, while at the same time being totally green. What's more, the furniture is itself fully recyclable.

"We have successfully conducted extensive trials and independent tests, and believe FTF will prove one of the most exciting and cost-effective product innovations in years. We are already experiencing major interest from both existing and prospective new customers."

- Order your new FTF brochure by completing the cut-out-and-return form on Page 4.

Welcome to the pioneering launch issue of James Spencer & Co's customer newsletter.

We're constantly looking at ways in which we can enhance our lines of communication with both present and potential customers.

The introduction of our own company newspaper is seen as an ideal communications tool, keeping both staff and our valued and fast-expanding customer base fully informed about the latest developments in our increasingly successful business in this our landmark 60th anniversary year.

Our credibility has been built on our ability and reputation to provide only the best quality products, backed up by customer service levels that, we believe, are second to none.

We trust you will enjoy reading our new newsletter, packed with news and pictures about the business.

We are also keen to promote reader participation and hope you will enter the prize competition we are running in our launch newsletter, as well as providing us with your contact details so we can ensure that you're held on our databases.

This will mean that we can mail you future issues of our newsletter and details of other special offers and promotions.

The Editor

## 2008 BUYERS GUIDE AND SPECIFIC BROCHURES NOW AVAILABLE

James Spencer & Co's brand-new 2008 Buyers Guide is now available on request.

The 154-page brochure - the biggest and most detailed in the company's 60-year history - contains full details and specifications on the many hundreds of product ranges now available from James Spencer's ever-expanding portfolio.

Simply call or complete and return the form on Page 4 to reserve your personal copy of the 2008 Buyers Guide.

In addition, James Spencer and Co also produces brochures specific

to specialist product ranges.

These include their first-ever furniture and equipment brochure aimed solely at **bariatric** users.

The company views this move as a natural development, as a large proportion of furniture made at the factory is already independently tested to carry a minimum of 30 stones up to 100 stones in weight.

All products are purpose-designed for strength and durability, also taking into consideration pressure relief, additional width and adjustable height requirements for occu-

pants of varying statures.

Upholstery is economically replaceable, for example on the Pentire and Stowe bariatric furniture ranges, while 'hygiene gaps' allow thorough cleaning to reduce risks of cross-infection.

Other specialist brochures cover:

- **The new, unique FTF Range of eco-friendly furniture.**
- **Specialist Backcare Products.**

For copies of all James Spencer's brochures, contact the sales department on **01535 272957** or visit **www.james Spencer.co.uk**



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# James Spencer backed on back care provision

James Spencer & Co does not take its back care responsibilities lying down.

That's the view of an independent industry specialist brought in by the company to evaluate and offer product development advice - particularly from a back care perspective - on its established range of chairs, used extensively in the NHS and care homes sectors.

The company engaged Anne Lofthouse, an advisor from the College of Occupational Therapists Consultancy Service (COTCS). After conducting stringent independent tests on 11 chairs from the range, her report concluded that:

- The range of chairs James Spencer & Co provides is extensive, giving the customer an excellent choice and allowing the company to meet the most complex needs of both the individual and organisation.

- The company has a positive reputation of experienced craftsmanship in the manufacture of chairs and this attention to quality ensures superior products are produced consistently.

The recommendations that arose from this initiative show the continuing commitment of the company not just to a high quality product, but also to their customers' health and care.

Evaluation criteria was detailed, including back, upper and lower limb support, optimal sitting positions, physical needs of the user, range of coverings, customer choice, technical constraints, chair functions and cost-effectiveness.

There was major emphasis on infection control issues – deemed vital in the light of MRSA and the need to closely examine areas which may be difficult to clean or maintain and so cause an increased risk of

contamination and cross infection.

Anne Lofthouse commented: "Discussions on the agreed criteria for each chair were conducted and problem areas identified, along with possible solutions in the design and manufacture of the products, all taking into account fundamental back care principles.

"James Spencer understands and respects the importance of its customers' needs, encompassing the values of choice, respect and dignity.

"The wide collection of chair coverings, in particular, is excellent, providing an extensive choice for the customer to meet a wide variety of needs, including colours,

fabrics, textures, infection control requirements, pressure relieving properties and durability."

James Spencer & Co chairman Richard Spencer said: "This exercise was purpose-designed to ensure that we can better understand and, more importantly, respond more effectively to people's back care needs.

"A number of product improvement areas were identified and these are now being implemented into our design and production procedures.

"We are fully committed to enhancing our product ranges at every opportunity on behalf of our growing portfolio of customers – and the people in their care."



Members of the James Spencer's sales team are pictured with just two of the chairs from the company's backcare range.

## 60 YEARS AND STILL GOING STRONG

Like the National Health Service to which it has supplied products for six decades, James Spencer & Co is this year celebrating its milestone 60th anniversary.

The "diamond" landmark coincides with a keynote year for the company as it seeks to expand and diversify into new market sectors, while continuing to develop and enhance both existing and new product ranges.

In addition, 2008 has seen a major new product launch in James Spencer's



No sitting down on the job. Members of the James Spencer sales team showcase just a few of the company's many products during the 60th anniversary year.

ground-breaking Forward Thinking Furniture (FTF) collection of chairs, seattees and beds (see story on Page 1).

James Spencer & Co Ltd began life in Headingley, Leeds, in 1948, manufacturing laundry bags. The company acquired its present headquarters in Prospect Mills in 1982 and by 1995 had transferred the entire operation to Wilsden, from where the firm manufactures over half of its products and now employs a 39-strong workforce.

Over the years, James Spencer & Co has grown and diversified to become one of the UK's leading healthcare products companies in the design, manufacture and sales of specialist furniture and equipment, though it remains an independent, family-owned business.

Holding BS EN ISO 9001 quality accreditation, the firm also has a growing customer portfolio in European markets, which are being targeted for future growth in current and future years.

Chairman Richard Spencer said: "Celebrating 60 years of being one of the leaders in our industry sector is a memorable milestone.

"We work in partnership with our customers, who have helped us develop products, which have, in turn, helped countless people in their day-to-day lives. It gives us immense satisfaction to know we are making a real contribution to the health, welfare and care of our end-users.

"Everyone in the workforce continues to play an important part in the success of the business – it's an all-round team effort. Our people will always go that extra mile on behalf of our customers.

"We have come a long way over the past 60 years and are now poised to meet future opportunities and challenges as we enter a new era of development and expansion – one of the most important periods in our entire history."

# Opening Up Products Access To All

## NOW YOU CAN ORDER ONLINE

A new online ordering resource has been launched by James Spencer & Co. It forms an integral part of a major upgrade of the firm's website -

[www.jamespencer.co.uk](http://www.jamespencer.co.uk)

"The improved site has been purpose-designed to be far more user-friendly and more effectively showcase our growing products portfolio, including new furniture ranges," explains chairman

Richard Spencer.

"The new, secure online shopping service is an innovation for the company and will further open up accessibility to our products - not only for our expanding portfolio of trade customers, but also members of the general public.

Right: Members of James Spencer & Co's sales team spread the online shopping message.



## Showroom Upgrade Complete

James Spencer & Co has upgraded and extended the showroom at its Prospect Mills headquarters in Wilsden.

As well as shining the spotlight on the company's extensive products portfolio, a new addition to the showroom is a fully fitted bedroom featuring a layout typically suited to either a care home or a private hospital room.

The facility has been purposely equipped with extremely strong furniture, a James Spencer speciality, with many of its products independently tested to carry a minimum of 30 stones, up to 100 stones in weight.

This is expected to prove of major interest to those in the healthcare sector who need to cater for users facing mobility, disability, mental health and bariatric issues.

"We operate an 'open doors' policy and more and more of our existing and potential trade customers are visiting the showroom.



"The upgrade allows us to showcase our expanding product ranges far more effectively under one roof," explained Richard Spencer. Call to arrange a personal visit to James Spencer's Showroom.



Please call for full details - or tick the appropriate box on the cut-out-and-return form on Page 4.

## SHOWCASE ON WHEELS

A brand-new James Spencer & Co Show Van and Trailer is now out and about on the road, providing customers old and new with an opportunity to view both the new FTF and other established ranges.

The Show Trailer, which can be equipped to showcase customers' individual product needs, will be visiting specific regions over the coming months - or you can book a visit by arrangement.

## James Spencer plays major role in Brunel launch



Pictured on the James Spencer & Co show van at the Brunel launch are, from left, Spencer's Dill Butt, Mark Coup, head of care and support at Park View, Nadhia Hussain, area manager at Brunel Housing, the Deputy Lord Mayor of Bradford, Councillor Elaine Byrom, who performed the official opening ceremony, and James Spencer's Nick James

James Spencer & Co has supplied many of its furniture ranges to Bradford's newest residential home.

Unveiled by Brunel Housing Support Works, Park View has been transformed from a care home into an 11-bed residential home supporting

individuals with moderate to complex learning difficulties and associated mental health problems or physical disabilities.

James Spencer has worked closely with Brunel Housing, part of Yorkshire Housing Group, throughout the project, supplying lounge, bedroom, office and reception furniture purpose designed to meet the needs of the home and its residents.

It includes the company's new FTF range of chairs, settees, beds and dining chairs, along with electric profiling beds and other adaptations for people with specialist needs.

Nick James, commercial manager with James Spencer, explained: "We established a working partnership with Brunel at the outset to first plan, then put in place a tailored furniture supply programme that would meet the specialist needs of individuals with disabilities and also enable them to manage their own environment.

"We were also closely involved with the design side of the scheme to ensure that all furnishings, fittings and colour schemes were

not only different in each room, but also properly co-ordinated for both the comfort and overall wellbeing of individual residents and their special needs."

Mark Coup, Head of Care and Support, said: "We have tried to strike a balance between functionality and the need for furniture that is both modern and looks good. James Spencer's furniture meets these requirements.

"Its FTF range in particular can easily be stripped down and thoroughly cleaned, a major consideration in a challenging behaviour environment and a valuable facility that allows us to effectively address infection control issues.

"We can do this time and time again and confidently expect FTF to have at least a ten-year lifespan, as opposed to furniture we would normally expect to have to replace every 12 months, giving us exceptional value for money.

"Nick James has been an important member of our development team, being heavily involved in the whole concept of the entire building. It has been superb to have this level of expertise."

# Focus On Manufacturing

## WHERE QUALITY COUNTS

James Spencer & Co now manufactures well over half of its industry-renowned furniture product in-house.

Quality is paramount throughout the manufacturing operation, to prove it the company holds across-the-board BS EN ISO 9001 accreditation.

This industry-leading certification recognises James Spencer's long-established expertise in the design, manufacture and sales of furniture and equipment to the healthcare, retail and contracts markets.

James Spencer continually demonstrates its ability to consistently provide products that meet the

ongoing needs of its customers, coupled with all applicable regulatory requirements.

Constantly maintaining and enhancing these standards is central to the whole James Spencer philosophy and the company continues to invest in the latest equipment and technology to ensure it remains at the cutting edge of the latest developments in the industry sector.

Levels of craftsmanship in the manufacture of furniture and other healthcare equipment are among the best in the business.

James Spencer follows a programme purpose-designed to constantly equip its expanding workforce with the recognised skills and industry qualifications, while an in-house training facility ensures that expertise in the latest manufacturing advancements and technology is both maintained



Pictures show members of the James Spencer's team at work in the manufacturing division.

and developed. Tradition coupled with innovation are hallmarks at James Spencer & Co. Moreover, the company's people all have an overwhelming sense of satisfaction in the work they do, great pride in

the commodities they produce. And with more manufacturing capacity than ever before, James Spencer is perfectly poised to respond quickly and efficiently to its customers needs.

## Competition

Here's a chance for one lucky reader to win a James Spencer Apsley Manual Recliner worth over £600 (inc VAT). Entrants need to answer four simple questions right, which have been taken from these columns.

Then, please complete the appropriate competition entry and information request details below, before cutting out and posting the completed form - see address on Page 1.

You can also fax it to us on **01535-273295**.

Alternatively, e-mail your answers to **sales@jamespencer.co.uk**

- though remember to include relevant contact details.

The competition closing date is July 31st, 2008.

**Q1.** What is the name of James Spencer's brand new eco-friendly furniture range?

**Q2.** Which milestone anniversary is James Spencer & Co celebrating this year?

**Q3.** What is James Spencer & Co's website address?

**Q4.** How many pages does James Spencer's new 2008 Buyers Guide run to?



## Competition Entry & Database Update Details

Your Name .....

Position .....

Establishment Name .....

Address & Postcode .....

Telephone Number .....

E- Mail Address .....

**Please complete the relevant details and tick the appropriate boxes.**

Add my name to your mailing list

Please send me a copy of the 2008 James Spencer & Co Buyers Guide

Please ask a member of your Sales Team to contact me

Please contact me to arrange Show Van visit

Please send me your e-mail promotions (if ticked, ensure you have provided your e-mail address shown left)

Please tick this box if you prefer to receive James Spencer's newsletter electronically (again, if ticked, ensure you have provided your e-mail address shown left)

James Spencer & Co warmly welcomes constructive customer feedback concerning any aspects of the business. If you have any ideas or suggestions as to how we might enhance our operation, feel free to let us know. With your help, we can only continue to improve.