

Westbridge Furniture Design case study

Swatch pick, pack & dispatch services



Customer profile

Westbridge Furniture Design operates out of four UK production sites occupying in excess of 450,000 square feet of production, design and office space. The company employs over 1300 people in the UK with a dedicated cut and sew factory in Romania. It manufactures in excess of 10,000 pieces of upholstery per week.

The business operates a unique made-to-order manufacturing service with its full product range exceeding 150,000 different options.

Challenge

Having used MCR Services in the past for its swatch services, Westbridge Furniture Design contacted the team with a project to create a batch of 'take home swatches' from the company's latest seasonal fabrics.

The fabrics needed to be cut to a specific size with a sticky label attached the reverse detailing the fabric compositions.

The company sent MCR Services a stretch of each fabric to enable the team to cut at least 50 swatches per fabric.



Solution

The team at MCR Services cut and sorted the fabrics into piles before creating the labels to stick on the reverse of each swatch.

Westbridge Furniture Design sent 66 fabrics of which 50 swatches were created for each.

All swatches were bound together before being boxed and sent direct to Westbridge's offices just outside of Cheshire.

The various swatch samples will be used by the business to promote its latest fabric range.

“ Having experienced the fantastic service from MCR Services in previous projects, I was relaxed about handing this on to them to complete in good time.

Communication with the team at MCR is easy and I was kept up to speed with the project from quotation stage right through to the fabrics being delivered.

We will be calling on MCR's swatch services again I'm sure.



Lisa Thomas, Sales Manager
Westbridge Furniture Designs Limited