

ALWOOD
BY
Alfred Briggs

UPDATE

ISSUE 2



A TRADITION
OF INNOVATION
KITCHENS & BESPOKE
FURNITURE SINCE 1933

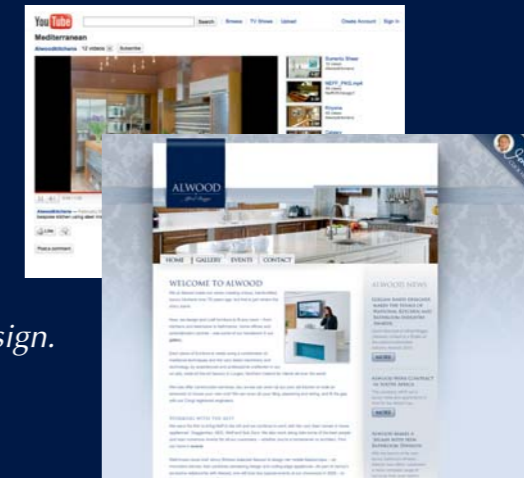
Welcome to **Alwood** We hope this issue of update will give you a flavour of who we are and what we do. As with any big project, the people you deal with are as critical as any other factor in designing, making and installing a kitchen. Hopefully you will join us in the showroom, to see what we are capable of and how far ahead we are.

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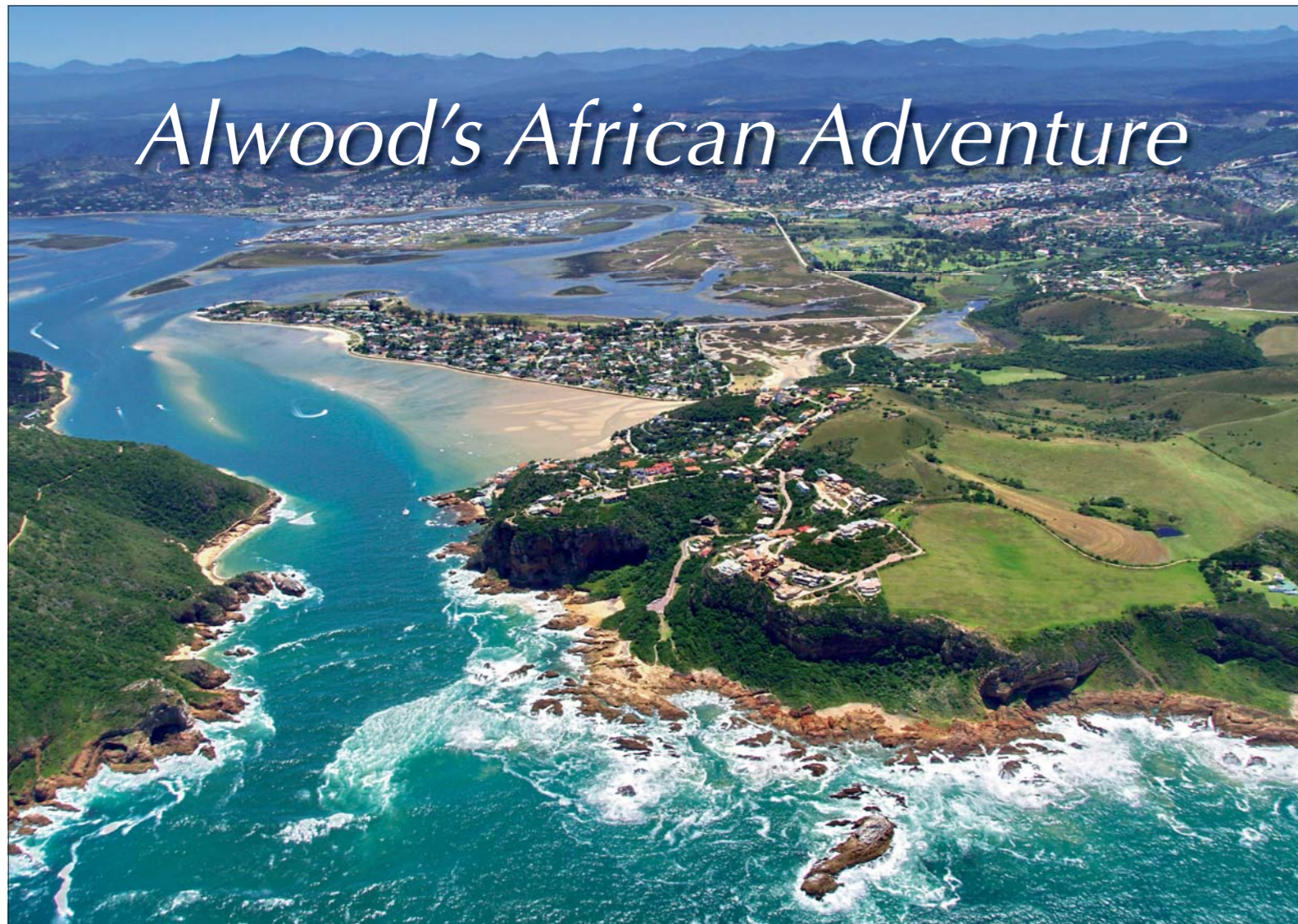
Alwood out there... Whether on the **Alwood website**, on **Alwood's YouTube** channel, or on your TV with **Alwood's Portfolio DVD**, you can bring yourself up-to-date with the latest in kitchen design.



As with all Alwood photography, you will be looking at our own work. We have designed, manufactured and installed everything that goes into every one of these publications.

www.alwood.co.uk

Alwood's African Adventure



We have long had an association with South Africa and that is set to continue with the welcome news that Alwood will supply the kitchens, bedrooms and other bespoke furniture to a fantastic new development in Knysna, on the coast of the beautiful Southern Cape.

The new development – a 120-room hotel, 154 apartments and a number of commercial units – is also good news for the area, creating jobs and encouraging tourism to this beautiful part of the world.

Pushing modesty aside a minute, Alwood was chosen because of the quality of our products and craftsmanship, because of our history of good project management and our ability to cope with such a large project.

While in Capetown, Wilson met Archbishop Desmond Tutu. 'I was invited to a meeting, along with the Lurgan Ladies hockey team, who were in South Africa coaching children



from the nearby townships. Archbishop Tutu is a very special person, after only a few minutes in his company it's easy to see why he was awarded the Nobel Peace Prize. He was very knowledgeable about Northern Ireland, and says he enjoys seeing photos of Mr Paisley and Mr McGuinness together. When he was speaking to the girls on the hockey team he had them roaring with laughter.'

Alwood have completed a number of projects over in Knysna, South Africa, each one installed by Alwood's own fitters. From kitchens and bedrooms to a home entertainment room and a bar featuring a guitar signed by 'Snow Patrol'.



JANICE SUTHERLAND

With over a decade at the forefront of kitchen design under her wings Janice Sutherland knows how to avoid the common pitfalls when designing the heart of your home.

What is your role as a kitchen designer when a couple come to you with a vague idea of what they want from their kitchen?

From the outset it is absolutely essential to listen. As a designer I need some foundations upon which to progress the brief, this will lead on to more and more questions and in turn will develop into something substantial for me to take and create a plan and presentation.

What should someone be doing before they come to you?

- Try to think about how you want to use the room, is there dining? Is it casual? What sort of cooking do I do? What is family life like and what may it be like in the future?
- Also if they are able to know what style appeals to them, modern, traditional or a mix!
- Critically, they should try to establish how much they don't want to spend, there's understandably no such thing as an open budget!

How can you minimise any unexpected situations along the project?

Keep the lines of communication open as much as possible, the timescale of pulling together a replacement kitchen or for a new build can sometimes be stretched. Be honest with yourself and don't rely on perfect weather or take the most optimistic estimates as fact.

What is the perfect client?

They don't necessarily know exactly what they want, but they would be enthusiastic about design, someone who will listen and consider new ideas will usually go home to that new kitchen much happier than someone who got what they were expecting.

CASHMERE...

The word itself stirs up images of luxury. Combine this with one of the most tactile experiences possible and a colour pallet designed to soothe. Surround yourself by this and experience an accumulation of elements, resulting in an environment for you to spoil yourself in comfort, while having the luxury of practicality.

Alwood's Cashmere kitchen collection has been developed initially from the Roma kitchen and very quickly spawned a life of its own. With major changes to the textures of every surface, the tones are soft and the clean lines produce the contrasting hardness to bring a

detail to this thoroughly modern range. Many standard sizes have been abandoned to make way for a kitchen with a distinctly different feel. As such, the aim of the new collection is to develop the manner in which people will use the kitchen in the future, as a place to spend time and truly live in the kitchen.

The Cashmere collection takes pride of place in the centre display of the Alwood showroom, there setting the trends that will be followed for the future.



In March 2010, Bank of England monetary policy committee member, Kate Barker, visited the province. During her fact finding trip she visited Alwood to better understand the economic changes we have experienced.

After a full tour of the showroom and the factory we sat down for a talk about the reasons for her visit and the bigger picture of the economy. Quantitative easing, the southern markets, the strength of the pound and increased supplier costs were all brought up and Mrs Barker was genuinely interested in our opinions and current financial position. She went on to explain how important these types of meetings are to the Bank of England and how they put faces to the reports they receive from the UK, and in turn how those reports play their part in planning monetary policy, particularly as small business make up such a large part of the local economy.

We didn't get any sneak previews or predictions as to what the base rate was going to do, but it was very encouraging to see just how courteous and knowledgeable Mrs Barker was of our local situation.

*Opposite from left to right:
Wilson Briggs, MD at Alwood; Kate Barker, Bank of England Monetary Policy Committee Member;
Alfie Briggs, Development Manager at Alwood; Frances Hill, Bank of England.*





General Manager Emily Pyper has been with Alwood since 1966. As their most committed staff member she has brought stability and enthusiasm to the company for over four decades.

ALWAYS ALWOOD

What were your first impressions of Alwood when you joined the company?

I was told by my mother-in-law that they were too strict to work for and that I shouldn't take the job, I wouldn't last.

You had your first sick day in over 40 years back in 2009. Do you now believe people really do get ill?

No, the only reason I was off was so I wouldn't give it to others. I would have come in if really necessary. *(It has to be noted that Emily was diagnosed with swine flu and it was under doctor's advice not to attend work, therefore on each day of her absence she had paperwork sent home!)*

Of all the styles Alwood have fitted over the years, what is your current favourite?

My favourite kitchen is always changing, when our 'Cashmere' kitchen was in the factory my initial thoughts were 'what have those designers done', but as it progressed, it took me at least a week, and having seen it built I have never been so excited about colours and textures.

What advice would you give anyone buying a kitchen today?

Think about your budget, consider your wish list, and get it right first time.

Alwood invested much time and effort on the showroom facelift, was it worth it?

Most definitely, it let people know how diverse we really are and it helps dispel our quaint traditional image.

What do you love and hate about the kitchen industry?

Hate: indecisiveness, being copied by other kitchen companies, and people only after plans. Love: Innovation, new designs, handwritten thank you letters.

CONGRATULATIONS WILSON

Ireland's first ever Lifetime Achievement Award, hosted and presented at the Kitchen Retailer Ireland Awards Ceremony goes to Alwood's Managing Director Wilson Briggs. In 1961 Wilson Briggs came into the business having previously worked in an architect's office for over a year. Going from the machine shop to the drawing office, and out on the road selling, from there management and everything that goes with that. With a list of firsts under his belt, such as:

- First company to bring in and use fitted appliances in the UK.
 - First to fabricate DuPoint Corian in Ireland.
 - First to use pull out accessories, etc.
- All initiated by Wilson Briggs.

His position as the best known face within the trade has never been equalled. Wilson has seen many changes within the industry not least the level of competition but has managed to successfully steer Alwood through the past decades meanwhile growing one of the most respected companies within the industry. So respected is he that many of his competitors consider him a friend and many suppliers (many retired) still connect up on a social level.

Wilson was once asked what is business about and he replied: 'It's certainly all about relationships – totally about relationships.'

From all his colleagues at Alfred Briggs (Alwood) Ltd:

Congratulations and sincerely deserved!



Jenny Bristow's Masterclass



Jenny Bristow, one of Ireland's best chefs and also the country's Good Food Ambassador, selected Alwood to create a kitchen for her series of Masterclasses.

This is a most interesting phase in all our lives when it comes to cooking and good food. Today everyone is facing new challenges in the kitchen; to cook good healthy food with just that little bit of a twist. Good old fashioned management in the kitchen has again re-invented itself and I find myself turning back to basics in a rather inspirational way.

Throughout the province over the last few years, we have joined forces with Alwood to take a series of masterclasses to the public, where we cook up a series of events to inspire everyone in the art of good food. Today, its the best of good local produce, low cost food, value for money, new creativity in cooking, both in technique and choice, is what we are all turning towards.

I have created for you a new recipe for a low calorie version of apple pie. This recipe creates a rather special treat with the emphasis on good local food of today.

Enjoy

Jenny

Traditional Apple Pie Serves 8

I have so many different recipes and ideas for apple pies, tarts and crumbles. This apple pie is one of the simplest to make but it has all the essentials – a good crumbly shortcake pastry and lots of Bramley apples.

INGREDIENTS

250g/9oz plain flour	6 Bramley apples, peeled,
50g/2oz ground almonds	cored and finely sliced
175g/6oz butter - softened	50g/2oz caster sugar
Zest of ½ lemon	Juice of 1 lemon
1 egg yolk	8-10 cloves
1 dsp cold water	Milk or beaten egg

METHOD

- 1 For ease, this pastry can be prepared in a blender. Place the flour, almonds, butter, zest, egg and water in the blender and blitz until the mixture just binds.
- 2 Remove the pastry from the blender; wrap in clingfilm and place in the fridge for 15 mins.
- 3 Place the apples in a dish and sprinkle with sugar, lemon juice and cloves. Leave to sit for 10 mins.
- 4 Remove the pastry from the fridge and divide it in two. Roll out each piece so that it will fit a deep 23 cm/9 inch ovenproof plate.
- 5 Place one piece of the rolled out pastry on the plate and spread the apples, sugar and cloves evenly on top. Brush the edge of the pastry with cold water before laying the second piece of pastry on top.
- 6 Squeeze the edges of the pastry together to seal them. Make a slit on the top of the pie to let the air through. Brush with a little milk or beaten egg and bake in the oven @ 200°C/gas mark 6 for 20-25 minutes until golden.
- 7 Dust with icing sugar and serve warm with cream or yoghurt.

Find out more from Jenny at one of her Masterclasses or go to her excellent website for more recipes at www.jennybristow.com



THE REAL THING

Alwood have for many years, used only their own images, none of which are from sets or studios. Our clients have graciously welcomed us into their homes, allowing us to photograph the finished projects.

Privacy has always been key during these photo shoots and of course the publications they are featured in. Once again we thank every client who has supported us in this way, and for their

excellent taste, which has ensured stunning photographs worthy of a front cover.

Alwood has a vast collection of totally exclusive kitchens. In many fully bespoke cases, a client's doors will not exist, other than on paper prior to manufacture. Due to this, what we have is a true portfolio of what we are capable of. To truly understand what is available we would welcome you to Lurgan, to meet the designers and view the Alwood showroom.



ALWOOD IN THE PRESS

Constancy and reliability don't only apply to Alwood's furniture. Their designers have also been recognized by a number of different awards and magazines.

Finalists in the following awards:

- KBB design awards, throughout the UK and Ireland in 2009.
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- IKTG awards 2010, for projects under £25,000.
- IKTG awards 2010, for projects over £25,000.
- Kitchen Retailer Ireland industry awards 2010, for projects under £25,000.
- Kitchen Retailer Ireland industry awards 2010, for best contract design project.



A number of projects have been featured in home interiors publications such as:

- Elle Decoration
- The White Book
- Homes & Gardens
- Kitchen, Bedrooms & Bathrooms
- All Ireland Kitchen Guide
- The Best of Irish Kitchens
- Ireland's Home Interiors & Living
- Northern Ireland's Homes & Lifestyle



Of course it is fantastic to be recognized in these ways, but were it not for our clients tastes and encouragement, all of the above would have been impossible.

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*You are cordially invited
to celebrate the pinnacle of kitchen design at*

Alwood by Alfred Briggs

*At any time of your choosing at the
Country's most prestigious kitchen showroom,
1 Shaerf Drive, Lurgan, BT66 8DD*

*Followed or preceded by a viewing of their
Portfolio DDD or website
www.alwood.co.uk*