



Manufacturing Guild Mark

Awarded by The Furniture Makers' Company

CALL FOR APPLICATIONS

**BE AN EXEMPLAR OF THE
INDUSTRY BY ACHIEVING THE MARK
OF A GREAT BRITISH FURNISHINGS
MANUFACTURER**



SPONSORED BY



LECTRA



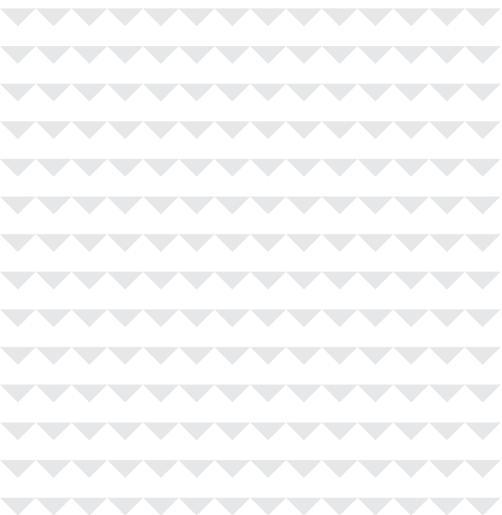
The Furniture Makers' Company
the furnishing industry's charity

The Furniture Makers' Company is the British furnishing industry's charity.

We nurture talent for the future of our industry by supporting the education of students.

We provide help to people in need who are, or once were, involved in the furnishing industry via grants, services and support.

And we promote our industry through our prestigious Guild Mark schemes that recognise excellence in the areas of furniture design, bespoke furniture making and series furniture manufacturing.





About the Manufacturing Guild Mark

Awarded by The Furniture Makers' Company, the Manufacturing Guild Mark has been the mark of excellence, distinguishing Britain's top furnishing manufacturers, since 1993.

It provides assurance to retailers, specifiers, distributors and customers that the furnishings they purchase are made with care and that the company they are dealing with has achieved exemplary standards throughout its operations.

In order to attain the Manufacturing Guild Mark, companies undergo a rigorous audit process against a comprehensive set of criteria, including design, product development, manufacture, HR, financial stability, sustainability, sales and marketing.

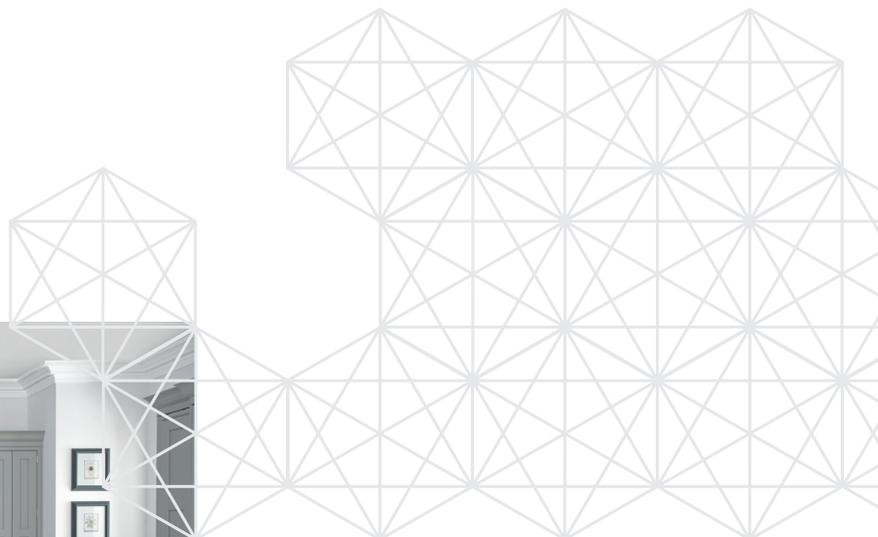
By meeting the Manufacturing Guild Mark standards, you can be confident that you're amongst the best manufacturers in the country.

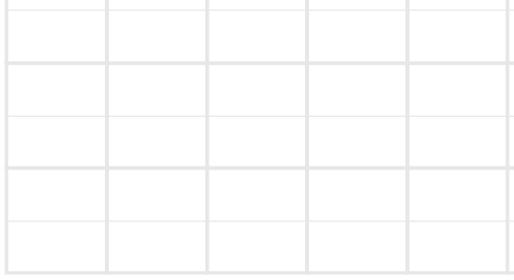
Make a statement about how your business operates. Be an exemplar to the industry. Be a Manufacturing Guild Mark holder.

Criteria

It is possible for a manufacturer of any size to achieve the Manufacturing Guild Mark, but they must be able to demonstrate the following:

- That the company is predominantly manufacturing its products in the United Kingdom
- The company must be incorporated in the United Kingdom
- A clear commitment to integrity in all aspects: design, product function, marketing and promotional materials, finance and customer and after sales service
- Financial sustainability
- Quality and efficiency of manufacturing methods and materials
- A concern for the environment and sustainability in materials used and manufacturing methods
- Fair working practices and a commitment to training in all aspects, including manufacturing, management, sales and service.





Eligibility

The Manufacturing Guild Mark is open to companies in three categories:

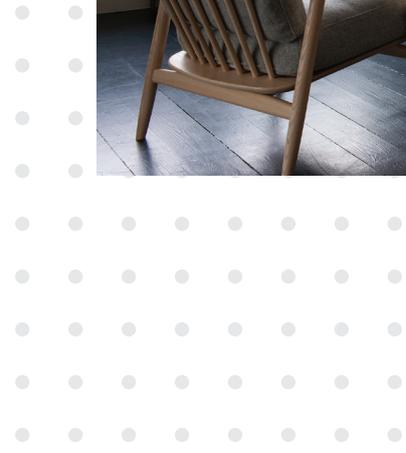
- Manufacturers of furniture and furnishings for the domestic market
- Manufacturers of furniture and furnishings for the non-domestic market – contract, leisure, hospitality, education etc
- Domestic and contract design and marketing companies with production sub-contractors, principally in the UK.

“Having a Manufacturing Guild Mark has given my company additional credibility in the market, helping me to build my business and strengthen its standing in the industry”

Benefits

A manufacturer awarded the Manufacturing Guild Mark will receive:

- Recognition for excellence
- Verbal feedback that includes recommendations for continuous improvement
- A detailed report, following assessment, that gives guidance on any weaknesses in the company’s supply chain and how to improve
- The licence to use the Manufacturing Guild Mark logo on product labelling and marketing materials
- A signed certificate, which is renewed annually by subscription
- Inclusion in the Furniture Makers’ PR and marketing
- The opportunity to recognise and celebrate the hard work and achievements of staff
- A page on the Company’s website, including images and links to your own website
- Preferential hire rates for Furniture Makers’ Hall in the City of London for activities such as product launches, meetings and entertainment.





Fees

All applicants will be assessed for their suitability to receive an MGM award by an independent third party auditor from the Furniture Industry Research Association (FIRA), before the application is submitted to the MGM Committee. All initial applications are for a minimum of three years.

Thereafter, they are renewable triennially and subject to the successful completion of subsequent re-audits every three years.

There will be an inspection fee of approximately £550 plus expenses, which will be invoiced to you direct by FIRA. The following sums are then payable on the anniversary of the date the company was awarded the mark each year for three years. Alternatively, companies can pay for three years in advance.

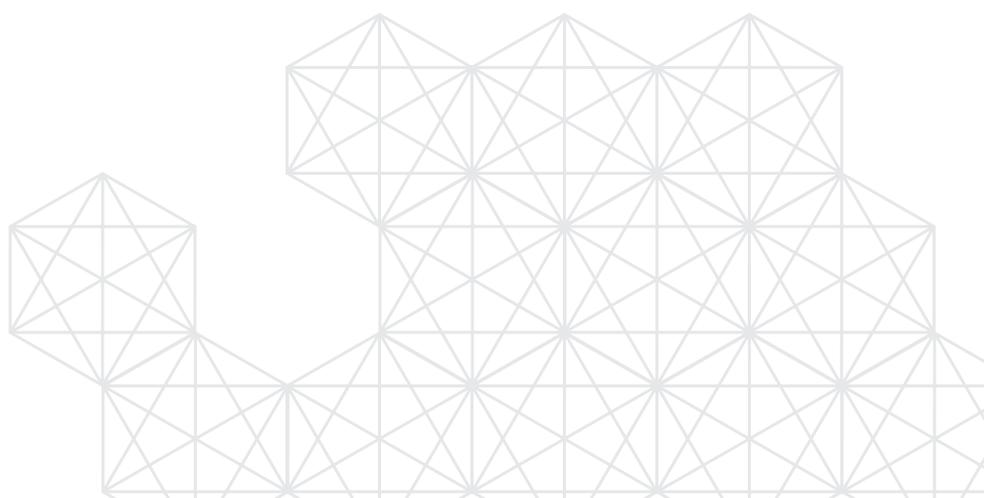
Turnover up to £1m	£400 + VAT
“ £5m	£750 + VAT
“ £10m	£1,150 + VAT
“ £20m	£2,250 + VAT
“ over £20m	£3,125 + VAT

Conditions

On receiving confirmation that a Manufacturing Guild Mark has been awarded and on receipt of the scheduled fee, the certificate and the artwork CD will be presented to you.

The following conditions apply:

- The Manufacturing Guild Mark is awarded for three years with subsequent re-assessments every three years
- A Manufacturing Guild Mark holder may not use it or the marketing material provided to promote any product which is imported in its finished state
- A company which is a subsidiary of a group will be allowed to promote its Manufacturing Guild Mark under its own name only.





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Please complete this application form and return it to:
The Clerk, The Furniture Makers' Company,
Furniture Makers' Hall, 12 Austin Friars, London EC2 2HE.

If completing this form in Acrobat, enter information by clicking and typing in the appropriate space. Please save this form to your local server before completing and ensure you save your changes before returning.

Entry Form

Company details

Name	Contact name
Address	Telephone
Postcode	Email
Turnover per annum	Website
Type of company (Ltd <input type="checkbox"/> plc <input type="checkbox"/> private <input type="checkbox"/> other <input type="checkbox"/>)	Production percentage in the United Kingdom:
Independent or subsidiary	Brief outline of main types of production:
If a subsidiary, the names of the ultimate and any intermediary holding companies	Apprentice scheme: Yes <input type="checkbox"/> No <input type="checkbox"/>
Latest year's turnover (£k ex vat)	If yes, number at any one time:
(Please enclose a copy of the latest accounts) Attached: Yes <input type="checkbox"/> No <input type="checkbox"/>	Awards or accreditations (ISO 9000, IIP, etc):
Sales percentages:	
Domestic:	
Contract:	
Retail:	
Export:	
Other (specify):	



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Entry Form continued

References (two companies required)

Reference one	Reference two
Company details	Company details
Type of company (Ltd <input type="checkbox"/> plc <input type="checkbox"/> private <input type="checkbox"/> other <input type="checkbox"/>)	Type of company (Ltd <input type="checkbox"/> plc <input type="checkbox"/> private <input type="checkbox"/> other <input type="checkbox"/>)
Company name	Company name
Referee 1	Referee 2
Address	Address
Postcode	Postcode
Telephone	Telephone
Email	Email

- I apply for my company to be awarded the Manufacturing Guild Mark
- If my company is awarded the Manufacturing Guild Mark, The Furniture Makers' Company will publicise it
- I hereby agree to abide by the conditions governing the Manufacturing Guild Mark
- If my company is awarded the Manufacturing Guild Mark, I agree to pay the associated fees.

Signed	Date
On behalf of (the company name)	

Please send the completed form to:
The Clerk, The Furniture Makers' Company, Furniture Makers' Hall, 12 Austin Friars, London EC2N 2HE

Where did you hear about the Manufacturing Guild Mark?

- FM website Exhibition - where? Editorial - where?
- Advertising - where? Word of mouth By invitation Other

Which three publications (trade press/ consumer titles) would be preferred targets for Manufacturing Guild Mark publicity?