



# Manufacturing Guild Mark

Awarded by The Furniture Makers' Company

The mark of a **Great British**  
furnishing manufacturer

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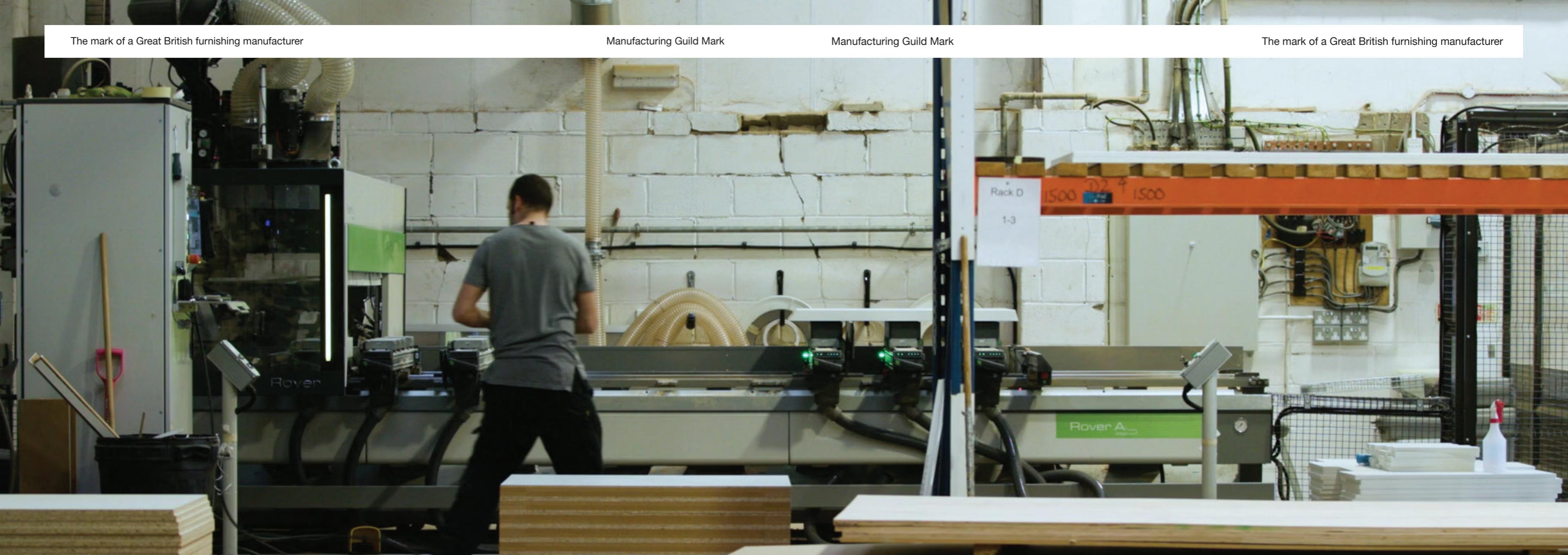


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## What does it represent?

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

It is awarded to British manufacturers that have demonstrated incredible standards across all areas of the business by successfully passing a rigorous, independently reviewed audit against a comprehensive set of criteria, including design, product development, manufacture, HR, financial stability, sustainability, sales and marketing.

The Manufacturing Guild Mark provides assurance to retailers, specifiers, distributors and customers that the furnishings they purchase are manufactured 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, your company will first have to demonstrate excellence across seven key areas:

- Design
- Product development and function
- Manufacture
- Human resources
- Financial stability
- Sustainability
- Sales and marketing

## Design

Is original and well thought out design at the heart of your product range? Furniture manufacturing is one of the top three divisions driving manufacturing growth in the UK and original design is increasingly being seen as a market differentiator in a tough, diverse and competitive market place.



“ The Manufacturing Guild Mark gives us recognition. It gives our customers more confidence in our brand, ensures them that they are getting the best quality product, the best service and that we will be there to support them today, tomorrow and in the future. ”

Charles Winn-Jones  
UK operations director at Herman Miller



## Product development and function

Are your products fit for purpose with an expected life that exceeds the industry norm? Britain is renowned for some of the most stringent safety standards in the world. A testing programme to ensure that the products meet or exceed the current British Standards should be being exercised.

“ The Manufacturing Guild Mark is a high-level mark of quality in the industry. By having it on our portfolio, people are aware that we are at a certain standard, which is a very high standard in the industry. ”

Ian Larner  
Managing director at Paneltech



## Manufacture

Does your production space meet health & safety and fire legislation? Are there quality control systems in place? The production floor is the heart of any manufacturer and it should be well laid out and a safe space for employees to operate safely in.

“ We see the Manufacturing Guild Mark as a kite mark or a warrant of quality and assurance that gives our retail customers reassurance in what we do. It has also opened export doors. It's not awarded to everybody, so we wear it with pride. ”

Steve Brougham  
Sales and marketing director at Harrison Spinks



“ Holding the Manufacturing Guild Mark is a privilege and is a mark of respect for our qualities as a British manufacturer. ”

Edward Tadros  
Chairman at ercol





## Human resources

Do you have a training and continuous professional development programme ensuring your staff grow? Employing and retaining skilled workers should be a priority for every business and companies should be proactive in developing their employees to ensure the longevity of the organisation.

“ The craftsmen and women we employ have been with us for decades. New staff we employ all receive full training and support. At Delcor, we are like a family and all part of one small, but successful team. ”

Rick Petini  
Managing director at Delcor



## Financial stability

Is your company on strong financial footing? Companies that hold the Manufacturing Guild Mark are exemplars to the industry and are focused on building trust with their customers and stakeholders. There should be no financial concerns.

“ 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. ”

Ben Burbidge  
Managing director at Burbidge Kitchens



## Sustainability

Does your business take proactive steps to trade and operate in an environmentally ethical manner? Visionary companies that have truly embraced environmental practices as part of a triple bottom line approach to business see the benefit right across the organisation.

“ At Herman Miller, we believe that the future quality of human life is dependent on both economic vitality and a healthy, sustainable natural environment. We do not see these goals as mutually exclusive, but inextricably linked. ”

Graham Dean  
Operations director at Herman Milller



## Sales and marketing

Do you provide clear and accurate marketing materials and a stellar after sales service? Today's furniture market is made up of a new wave of consumers who want instant gratification. They expect greater choice, faster delivery, better quality, more of a sense of uniqueness, and all at an accessible price.

“ We promote the fact that we hold this award in our stores, on our website and in our marketing communications. We want our customers to know we have this seal of approval. It's a guarantee for them that we are a British company, that does things right. ”

Rick Petini  
Managing director at Delcor

## Apply now

Application forms can be downloaded at

[furnituremakers.org.uk/excellence/manufacturing-guild-mark](https://furnituremakers.org.uk/excellence/manufacturing-guild-mark)

All applicants will be assessed for the Manufacturing Guild Mark by an independent third party auditor from the Furniture Industry Research Association (FIRA).

All initial applications are for a minimum of three years and are renewed annually and subject to the successful completion of subsequent re-audits.



**Manufacturing  
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## Excellence in

Sales and marketing

Design

Product development  
and function

Manufacture

Human resources

Financial stability

Sustainability

## About The Furniture Makers' Company

The Furniture Makers' Company is the City of London livery company and charity for the furnishing industry. Our vision is to sustain a thriving British furnishing industry with a talented workforce delivering high quality products, which supports those in need from within its ranks and those who have served it in the past.

### Make us your first port of call

We're here to help when times are tough with grants, services, time and support.

### Make us a part of your future

We're encouraging new talent with our extensive education programme, working with schoolchildren, students and young professionals to create a powerful workforce.

### Make excellence your goal

We're recognising and inspiring the very highest standards within the industry with our prestigious Guild Marks and Awards.

## Contact us

If you have any questions about how you can become a Manufacturing Guild Mark holder, please get in touch with us.

The Furniture Makers' Company  
Furniture Makers' Hall  
12 Austin Friars  
London EC2N 2HE

**e.** [guildmarks@furnituremakers.org.uk](mailto:guildmarks@furnituremakers.org.uk)  
**t.** 020 7562 8520  
**w.** [furnituremakers.org.uk](http://furnituremakers.org.uk)

### #ManufacturingGuildMark

You can find us on social media:

-  [@FurnitureMakersCompany](https://www.instagram.com/FurnitureMakersCompany)
-  [@FurnitureMkrsCo](https://twitter.com/FurnitureMkrsCo)
-  [linkedin.com/company/the-furniture-makers-company](https://www.linkedin.com/company/the-furniture-makers-company)

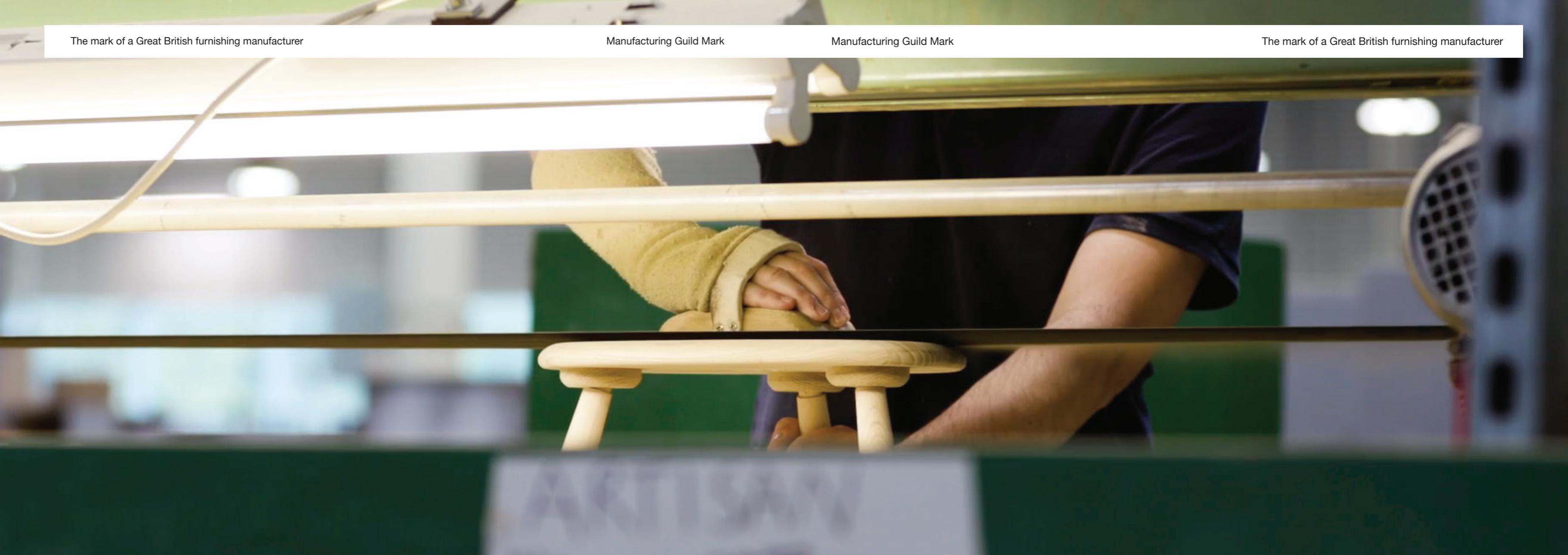


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Be an exemplar to the industry.  
Be a Manufacturing Guild Mark holder.

[www.furnituremakers.org.uk/manufacturing-guild-mark/](http://www.furnituremakers.org.uk/manufacturing-guild-mark/)