

# ALEXANDER ROSE

THE WOVEN STORY





## Introduction

Over the last decade, the Garden Furniture Industry has seen a revival of woven furniture, due to the growing consumer demand for maintenance free furniture that can not only withstand changing weather conditions, but also offers a desirable alternative to traditional timber products.

With the development of high density polyethylene – HDPE fibres, Alexander Rose has been able to design beautifully crafted pieces suitable for all weather use. The combination of this versatile synthetic rattan, when woven onto a lightweight aluminium structural frame, encourages highly original and innovative designs, with a multitude of colours and weaving patterns.

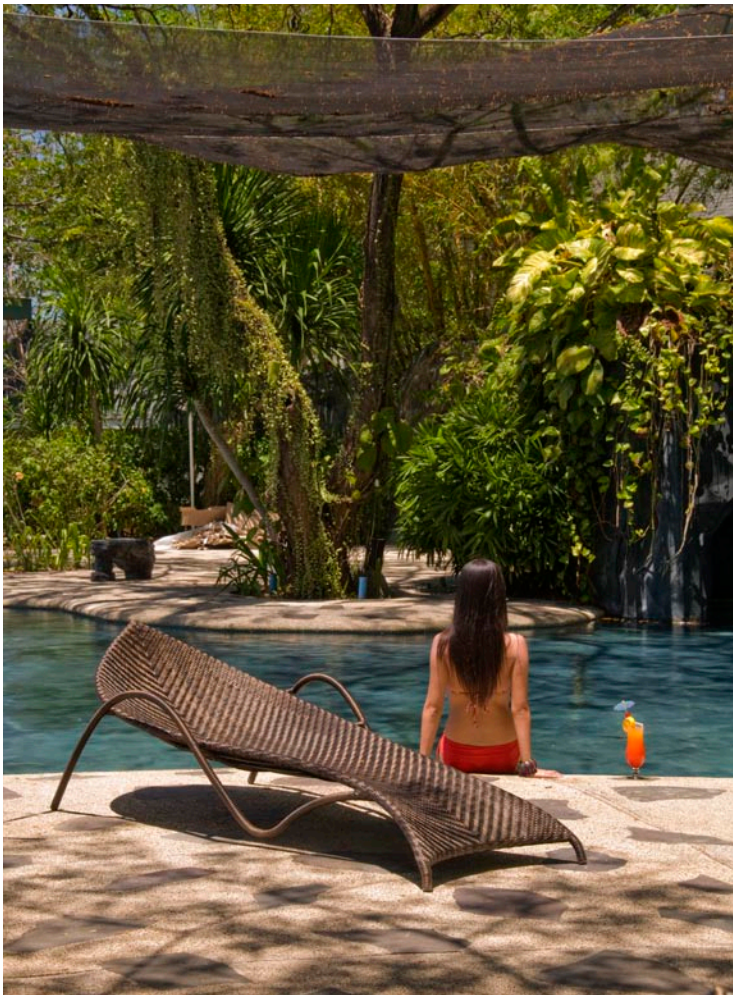
In 2005 Alexander Rose first launched the Riviera Range as part of a long term strategy to enter into the woven furniture market. Using a subcontractor based in Vietnam and specifying top quality “Viro” fiber for the weaving – [www.virofiber.com](http://www.virofiber.com), this range was well received by our customers. The next step was to develop our own company.

The sales of Alexander Rose turnover for woven products have increased substantially over the years.

2006	2% of our turnover in woven products.
2007	4% of our turnover in woven products resulting in 100% increase.
2008	8% of our turnover in woven products resulting in 100% increase.
2009	12% of our turnover in woven products resulting in 50% increase.
2010	20% of our turnover in woven products resulting in 60% increase.
2011	30% of our turnover in woven products resulting in 60% increase.
2012	45% of our turnover is forecast to be woven products if trend continues, resulting in 50% increase.







## Woven Furniture Designs

In July 2007 Alexander Rose teamed up with local partners and formed Woven Furniture Designs, as part of a long term strategy to develop our own designs and to have the ability to directly manage the quality, performance and delivery of our products.

The island of Cebu, in the Philippines is renowned for its tradition of top quality weaving, and for this reason Alexander Rose decided to set up its factory in this ideal location.

## The Ocean Range

With the factory in place, the concept designs for the Ocean Range went into full swing. This stylish collection of furniture is woven with a triple tone bronze fibre, in a V pattern, that enhances the form of each model and which has since become its distinctive trade mark that makes it stand apart from the simple straight weaving, commonly used within the industry.

The Ocean Range now consists of twenty models across three sections – Maldives, Fiji and Wave and has become firmly established within the Alexander Rose catalogue of innovative furniture and has developed a reputation for its originality, stunning looks and high quality hand crafted weaving.

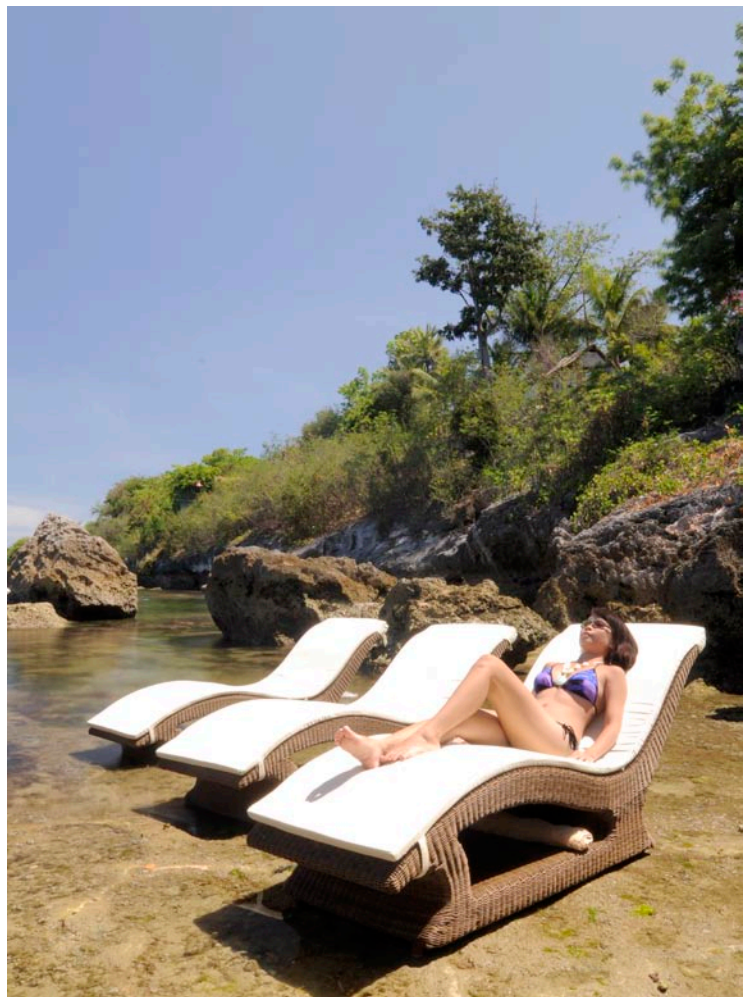




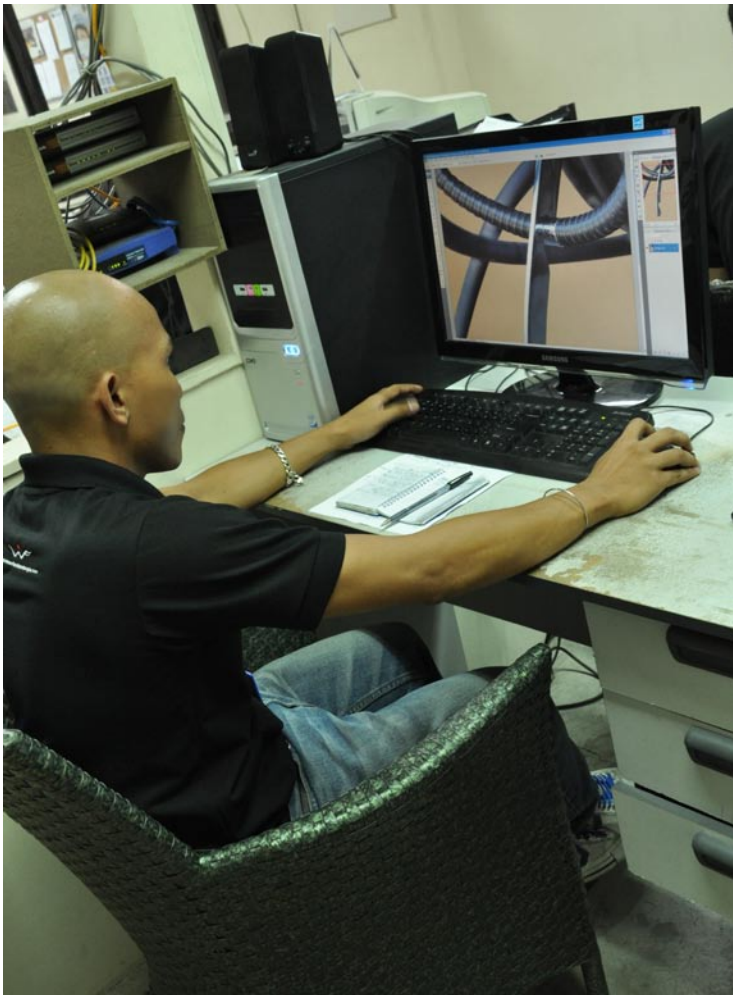
## The San Marino Range

Following the success of the Ocean Range, Alexander Rose has since developed the San Marino Range, a more traditional collection of woven furniture for the 2011 season. This collection consists of beautifully woven pieces using 3mm Red Pine high quality "Viro" fibre, giving a traditional basket weaving pattern. The circular tables have a choice of tops in three different materials; woven tops matching base frame – these tops come with protective tempered safety glass, FSC Teak slatted tops and last of all black glazed Ceramic and natural stone coloured Marble.

The San Marino Range offers our customers complete variation from the Ocean Range and together they provide a wonderful array of furniture to suit any environment.



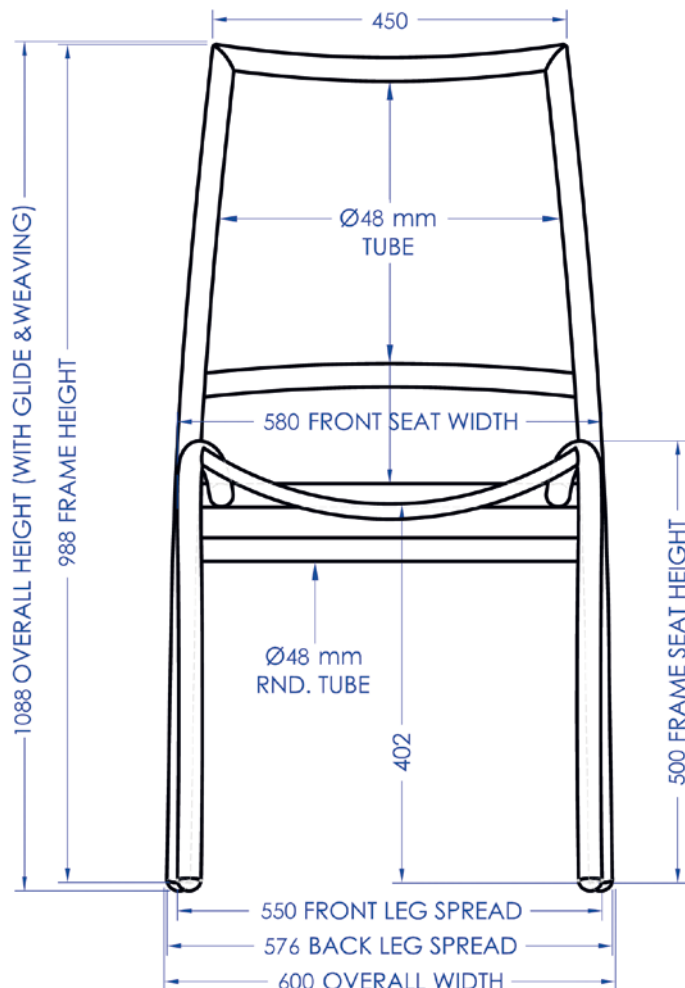




## In-House Design

Every model in the Ocean and San Marino Ranges have been designed and developed between Alexander Rose in the UK and our team at Woven Furniture in the Philippines. From concept designs to technical fabrication drawings, each and every minute detail is carefully considered to achieve the best possible weaving details and ultimate comfort.

Our in-house designers are constantly developing new and inspiring furniture for the future, which keeps Alexander Rose at the forefront of design innovation and in turn maintains our reputation within the garden furniture industry.

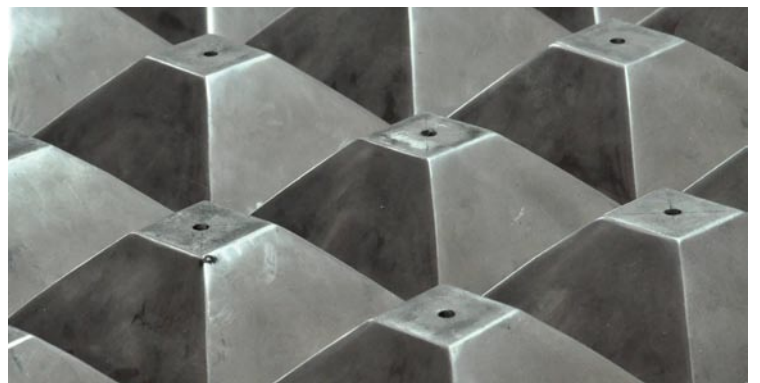




## Welding and Framing

At the Woven Furniture factory the new designs go into the framing department for prototyping and testing the strength of the frame, before being woven. The frames are made using lightweight aluminium extruded tubes which are 100% recyclable. Once the prototype has been refined, tested and approved by Alexander Rose, production can commence.

Our team of experienced welders and fabricators have perfected and streamlined the framing process, which involves the use of accurate production jigs and templates.

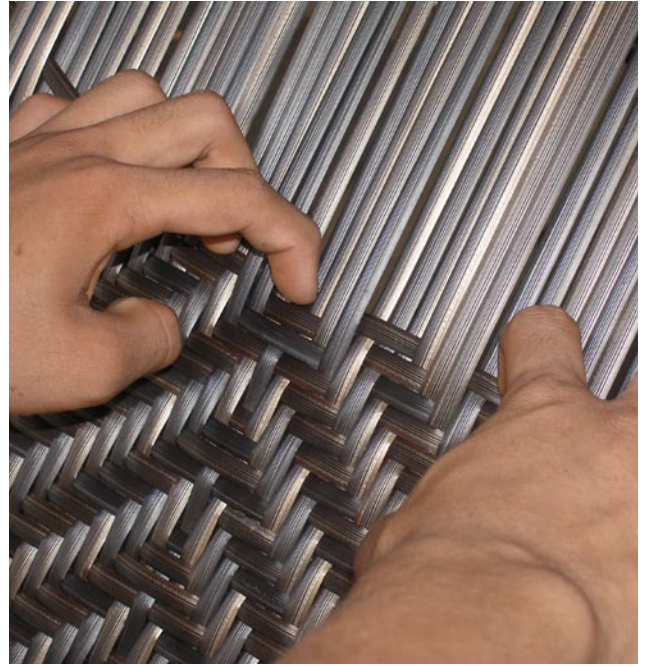






## Weaving

Cebu is home to the best weavers in the world, and we are proud of the quality that is produced from our factory. The attention to detail is critical in order to maintain the design features and weaving pattern inherent to each model in the Ocean and San Marino Ranges. The degree of weaving difficulty that is required for this range, places our in-house weavers at the very top of their profession and their experience and dedication to the craft of hand weaving can be appreciated and enjoyed by all furniture lovers.





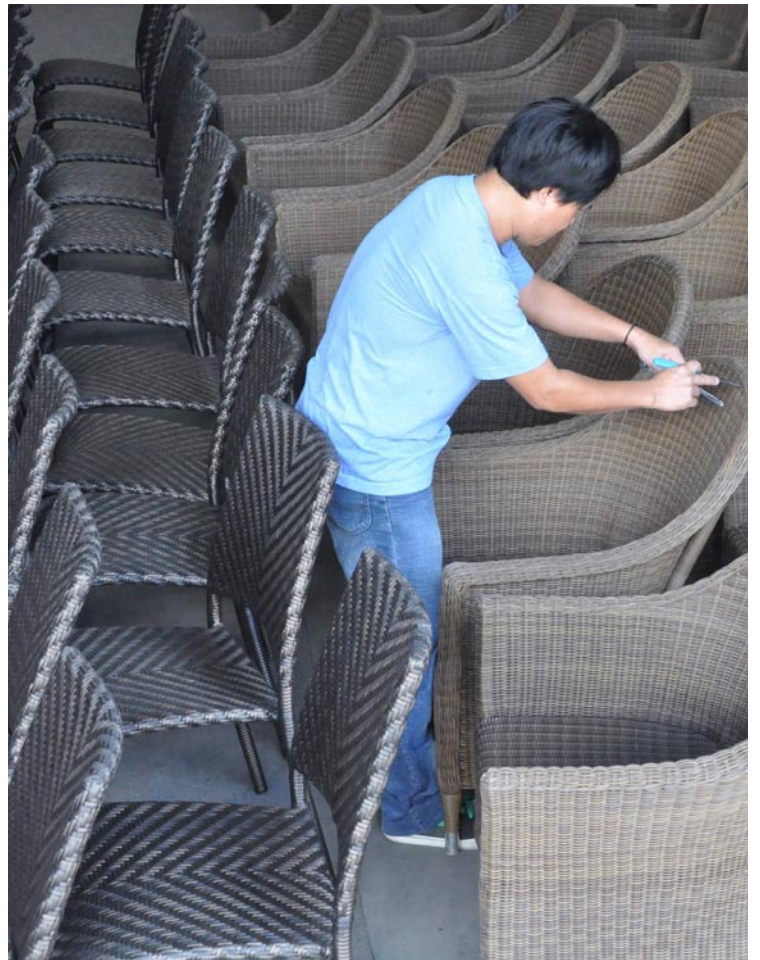
## Upholstery

The sewing department at Woven Furniture produce all the cushions for the Ocean Range. The materials used for the cushions are made to meet International and British Standards and the weather resistant fabric is treated with a flame retardant, allowing the cushions to be stored indoors, should the need arise.



## Quality Control

Q.C. is always one of the most important departments in any factory and this is definitely the case at Woven Furniture Designs, where the responsibility lies for approval, before entering the packaging department. Each inspector is aware of constructive feedback from the Q.C. inspectors at Alexander Rose, so if any reject products slip through the net, we are able to catch them before sending them out to the customer.







## Packaging

When it comes to thinking about garden furniture, the importance of packaging is often underestimated. However, this is not the case at Woven Furniture. Many of the Ocean and San Marino Range models are designed to be flat packed and maximise the containers in which they are transported. Therefore, the box design and the internal packaging are of the highest importance, to protect the furniture during transit. Recycled cardboard and low density polyethylene LDPE plastics are used to minimise the impact on the environment.



## Administration

The Administration team at Woven Furniture has developed over the years into a tight knit team of enthusiastic staff, who understand and enjoy the furniture business. From procurement of materials to production management, customer services and shipping, each individual works closely with their counterpart at Alexander Rose head office in the UK, where our experienced Sales and Customer Services Team is always on hand to assist you before and after your purchase.









## Photography

2010 sees a further development within Alexander Rose and Woven Furniture Designs, because for the first time we have carried out our own photo shoots. This decision was taken, mainly to minimise our carbon footprint, which can often be high when it comes to transporting furniture to and from impressive locations. Since Cebu is a stunning Island in its own right, it was an easy decision to use local beauty spots to shoot the furniture before shipping it to our UK warehouse. Alexander Rose is especially excited to introduce our new 2011 brochure containing some of the very best images from the Ocean and San Marino Ranges.





HEAD OFFICE UNITED KINGDOM

Alexander Rose Ltd, Alexander House, Victoria Road, Burgess Hill, RH15 9LE

T 00 44 (0)1444 258928 F 00 44 (0)1444 258929

E [sales@alexander-rose.co.uk](mailto:sales@alexander-rose.co.uk)

[www.alexander-rose.co.uk](http://www.alexander-rose.co.uk)

