

JULY 2017

# furniture

JOURNAL

**ON THE COVER:** Bespoke handles  
from Turnstyle designs

**Interzum & Ligna Reviews**

**New horizons: Biesse's Tech Centre**

**Interprint at the Design Post**





Main image and inset:  
Hand-planishing is  
labour-intensive but the  
finish sparkles like a  
beautifully cut diamond.



# Turning

**The handle is often the forgotten pièce de résistance in the quest for product differentiation. Turnstyle Designs could give you the edge.**



**M**aking your product different to everybody else's and making it stand out and get noticed for all the right reasons are challenges most furniture manufacturers face. Achieve real product differentiation and if consumers like the way your designs look, feel and work, you will most probably achieve higher margins at the same time. Go the next step and give your clients a genuine element of individuality - a bespoke product - and there's no doubt you'll be able to command a premium.

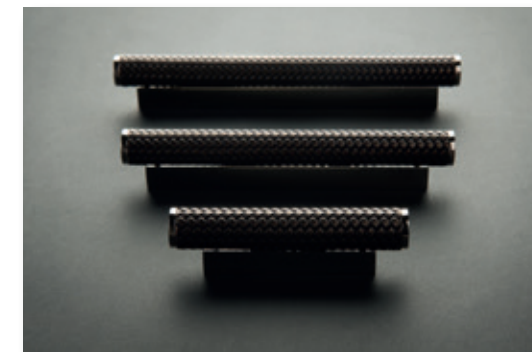
At the very top end of the market, unique elements, finely figured veneers, beautiful timbers and fittings that look, feel and work impeccably are the norm. In the middle

ground, the effect is achieved using modern décors and high quality fittings - but one aspect that many manufacturers often neglect is that crowning glory, that cherry on the cake, that pièce de résistance, the handle. And for a lot less than you might think, it's possible to have individually designed, custom made handles that will really set your furniture designs apart.

Turnstyle Designs is a specialist when it comes to making bespoke handles. The craftsmen and women at the Barnstaple-based factory have produced every kind imaginable for applications as diverse as kitchens, hotels and luxury yachts. 25 years in the business, and recently crowned winners



Hand-stitching leather to a solid brass handle.



# on the Style

of the Overall Business 2017 and Made in North Devon awards, Turnstyle cut its teeth in the demanding marine industry by making complicated handles for multi-million pound yachts. "Working at the very top end of the industry teaches you to be very good at service and pushes the boundaries of design and manufacturing," says Turnstyle's Managing Director, Stephen Roberts. "It's much more complicated to make a contoured handle with a latch, a lift, or a push button for a yacht and design a mechanism that will keep it firm and rattle-free when it puts to sea than it is to make a furniture handle - and marine industry designers are clients that don't take no for an answer. If their engineer can't figure

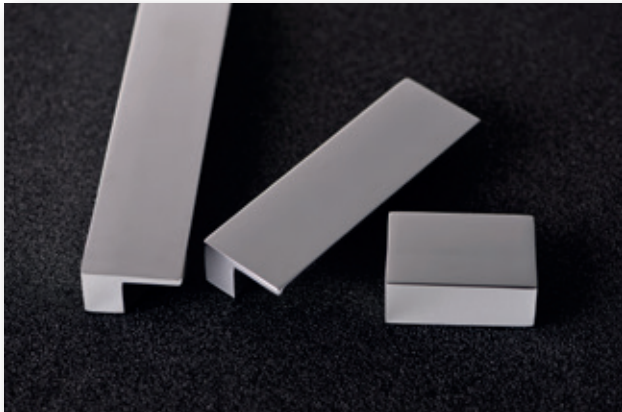
out how to make what's needed, we generally can and that's what the industry has come to expect from us: solutions to design issues and top notch service."

Unlike many companies that are geared to volume production, Turnstyle Designs doesn't have a minimum order quantity. "If you need three bespoke handles, we can make three," says Stephen. "If you need all the handles for a hotel we can do that, too, or we can engineer a product to a price so it looks much more expensive than it is. We're not all about volumes and most of the time we're working with materials and finishes you can't get elsewhere, so when you order from us you get something unique that can't be mass produced.



Stephen Roberts





The patination process is achieved by hand-dipping.

"We can work in any of three ways," continues Stephen. "We have a standard catalogue and every handle in it is available in a choice of 48 material and grip options. These are made to order and usually shipped within ten days. Often, customers will use these existing designs as a base for their own ideas and ask us to customise examples they've seen in the catalogue, or on the website, maybe by changing the colour of the Amalfine grip, the metal finish, the length of the handle, or the stitching. Making customised versions of our designs accounts for about 35% of our business but we can also work from a client's own ideas and create an entirely new design from scratch. Normally, we'd engineer a mock-up, then manufacture and test it using a variety of materials from brass and leather to glass

and carbon fibre according to the look the client wants."

Take a tour of the factory and you may be surprised at the amount of handwork involved in Turnstyle's designs. All the handles are made from solid brass and it's a material they really know how to bring to life. Eight different finishes are available from polished to patinated and because the patination process is achieved by hand-dipping, you can specify the colour so it creates a match, a contrast, or blends with other materials you are using for your furniture design. Combine brass with a hand-stitched leather, or a shagreen in your choice of colour, or with an Amalfine finished with a pattern of your choice, and you make the handles in your furniture every bit as much a talking point as the tactile supermatt finish and the soft-close

drawers. If you want a slate-finished grip to match your slate-effect worksurface, a ceramic or a wood grip on a uniquely shaped handle that reflects the curves in your solid surfacing, or a simple turned knob that carries your brand signature, anything is possible at Turnstyle. Full interior projects involving window handles, lever handles for the doors and matching handles for furniture are par for the course. Just ask. You'll find everyone at Turnstyle Designs is as enthusiastic about bringing your ideas to life as you are.

To find out more, call Turnstyle Designs on 01271 325325, or visit the company's new website, [www.turnstyledesigns.com](http://www.turnstyledesigns.com), where you'll find 25,000 variations and be able to experiment, put your own stamp on a design, mix and match materials and get a good idea of what working with Turnstyle is all about.