

PRESS RELEASE

HARTLEY & TISSIER WIN QUEEN'S AWARD FOR ENTERPRISE

First Queen's Award for International Trade award in over 20 years for carpet industry

LONDON, 21 April 2015 - Gloucestershire based Hartley & Tossier have been awarded a Queen's Award for Enterprise in the category International Trade 2015. Hartley & Tossier have shown outstanding growth in overseas sales from £400k to £1,400k over three years with post-tax profits rising from £85k to £330 (and continuing to grow on the same trajectory through 2014). They are the first company to win such an award in their industry for the international trade category in over 20 years.

With a team of five staff Hartley & Tossier are a household name amongst French interior decorators, recognised for their high quality British wool carpets and avant garde style. Their strategy has been to seek out niche markets then set about becoming market leader in these target sectors through their original design, superior quality and first-class service. Their flat-woven stair-runners are instantly recognisable and exported alongside traditional Axminster runners. In 2014 Hartley & Tossier exported over 14,000m (50% higher than Everest!) of carpet runners worldwide.

One such niche market identified by Hartley and Tossier was the boutique hotels and restaurants in Paris. Ignoring the hotel chains and concentrating on small, often privately-owned, hotels Hartley and Tossier were able to bring their superior design skills and superb quality to bear. The result was market domination with Hartley & Tossier supplying in Paris over 120 4 star and 5 star establishments, the vast majority of Relais & Chateaux hotels and restaurants and the majority of Small Luxury Hotels.

The Hartley & Tossier reputation stems from the fact that their carpets are made to their own specifications using only the highest quality British Wools and Italian Silks. These wools and silks led to the development of another niche market - the production of carpet and rugs in a blend of Italian silk and Devon wool. These products are made in the UK more reliably, rapidly and often less expensively than their equivalent carpet from the Far East.

Being a small company they pride themselves on the ability to communicate directly with their clients, deliver excellent customer service and build long lasting relationships that have secured the continuous supply of their carpets.

Hartley & Tossier carpets are produced in the UK through a number of specialised sub-contract manufacturers. They oversee the entire manufacturing process from beginning to end, purchasing the wool, the spinning, dyeing and the delivery of the raw materials to their manufacturers. The finished product is sold through UK retailers, interior designers and their French subsidiary showroom in Paris.

Andrew Suddard Hartley commented: "We have quite deliberately ignored what our competitors are up to and stuck to doing our own thing. Stephanie brings her unique French style to design and this appeals to all our markets. Julian is a specialist in carpet manufacture and between us we have been able to identify a market where we can succeed and throw all our resources at it. Now with our first Queen's Award under their belt and new agencies across the globe supplying our products we wish to reinforce our success on the continent whilst aiming to replicate this in our home market."

Stephanie Tissier said: "We appear to have the best of both worlds, designed in France and made in England. While I always design carpets with the French market in mind, I am delighted to be able to see my creations in restaurants and houses around the world."

With Paris being a major hub for interior design, and their design reputation as such, this Parisian market has given Hartley & Tossier contracts for projects all round the world; Claridges in London, Koffmans restaurant in The Berkeley Hotel and the Christoffe showroom in New York to name a few.

For further information about Hartley & Tossier, please visit their website www.hartleytossier.com

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NOTES TO EDITORS:

- Hartley & Tissier design bespoke wool carpet and stair runners for hotels, restaurants and private homes throughout the UK and Europe.
- All their carpet is manufactured via a number of specialist sub contract manufacturers throughout the UK.
- The manufacture of their products is overseen from beginning to end, from purchase of wool, spinning, dyeing and delivery of the raw materials.
- The company was founded in 2007 by Andrew Suddard Hartley and Stephanie Tissier.
- They concentrate their resources on small niche sectors of the market where they aim to be market leaders.
- In 2015 Hartley & Tissier won the Queens Award for Enterprise in the category International Trade.
- Through their design reputation they are often asked to design bespoke carpets for specific projects. For example, carpet mirroring graffiti from the New York subway for Philippe Starck.



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2015