

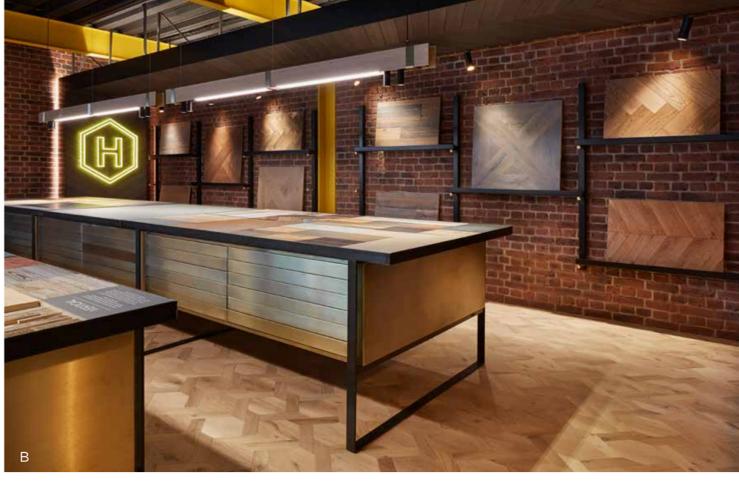


# HAWWOODS OPENS NEW SHOWROOM IN THE NORTH



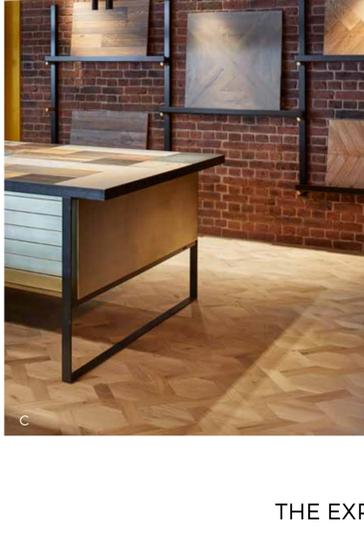
## INTERNATIONAL WOOD FLOORING BRAND, HAWWOODS IS EXCITED TO ANNOUNCE THE OPENING OF ITS NEW MANCHESTER SHOWROOM

Located in the popular and vibrant area of Deansgate, the new 1060 sq ft showroom is Hawwoods' fourth UK location, joining the brand's current portfolio that includes Clerkenwell, Chelsea and Carnforth. The new central Manchester location will display hundreds of Hawwoods' stunning wood flooring and cladding designs, which can be viewed on a drop-in basis by both trade specifiers and retail customers. The new premises have been designed to showcase the brand's exclusive surface collections in an inspirational and relaxed setting, ideally situated in one of the city's most design-savvy retail districts.



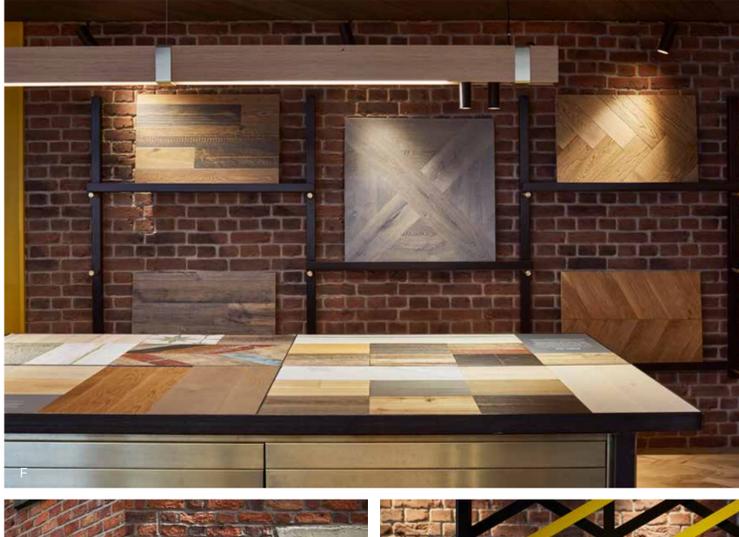
## THE DESIGN

Whilst retaining the Hawwoods signature branding, the design brief commanded a space that reflected the vibrancy and personality of the city. Inspiration was drawn from Manchester's iconic music scene, which is showcased across the showroom's colour theme of black and yellow; a direct reference to Factory Records, an independent record label that signed some of the 80s' most prominent music acts including Joy Division, New Order and Happy Mondays. The black and yellow theme also celebrates one of Manchester's best-known symbols: the worker bee. Adopted as a motif for the city during the Industrial Revolution, it has since been embraced as an iconic visual symbol of unity and strength. The Hawwoods logo has also given a Manchester makeover to celebrate the history of the old mill site and nearby architectural railway arches. Exposed brick walls, steel beams and metal-framed displays all come together to create an inspiring setting that gives a sympathetic nod to Manchester's vibrant and creative heart.



## THE EXPERIENCE

Offering a destination experience, the new Hawwoods location will be a hub of wood flooring inspiration in the North, providing clients and customers with product and specification advice for any project, with small flooring samples available to take away. Joined by a handpicked team of enthusiastic and highly knowledgeable Wood Experts, Hawwoods Manchester welcomes retail customers, industry designers and interior specialists alike to sample over 300 stunning wood floors, suited to any project size, specification or scheme.



"The opening of our Manchester Showroom is a big day for us. We are absolutely thrilled to be able to serve our customers even better than before. The Manchester showroom will be a fantastic addition to Hawwoods' HQ here in Carnforth, enhancing the Hawwoods Customer Experience in the North West."

ANTHONY SCOTT  
Hawwoods Head of Business Development



Established in 1975, Hawwoods' commitment to quality, expertise and service has cemented its reputation as Britain's foremost wood flooring company, supplying architects, specifiers and individuals around the world with its superior-quality floor coverings. The brand's collection of engineered and solid wood floors is available in an extensive range of species, finishes, dimensions and fit systems, offering customers and clients a selection of over one thousand different types of wood flooring to choose from. Combining an unrivalled delivery service, up-to-the-minute designs and an ever-expanding international portfolio of showrooms, this pioneering brand sets the benchmark for superior quality wood flooring for both the residential and commercial markets.



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