



COM

WIPAC

A

100

Delivering a difference for over 150 years



Over 600 Kitchens, Bedrooms and Bathrooms **every week**



JJO is a family business focused on the present and future, but with a firm belief that our heritage guides a culture which defines the way we do business. Having recently celebrated 150 years of JJO it's a history of which we can be truly proud.

It's a history delivering continued investment in state of the art manufacturing equipment, innovative storage solutions in our 1.2m square feet of storage space and IT systems. Which are coupled with an ethos that takes pride in delivering to customers the products they want, when they want them. Over 98% of orders are delivered complete at the first time of asking.

To achieve this we hold over £6m of stock across our broad spectrum of British manufactured furniture for the kitchen, bedroom and bathroom. Allied with an extensive range of appliances, sinks taps and other accessories we have become the default one stop shop for many of our customers.

Whilst infrastructure is vital to our success, the real driver is our people. Of our 350 staff over half have been with us ten years or more, whilst 70 have amassed at least 2 decades of service. That commitment means that the JJO community is truly invested in the ongoing success of the company, going that extra mile comes as standard.

Pride in our people is coupled with a real focus on our customer base. We are dedicated to the independent retail sector, it is a conscious policy not to trade with any national brand which in turn ensures we are genuinely independent and responsive to the needs of our clients. Building long term relationships and partnerships.

Whenever I speak to customers old or new, I encourage them to undertake 'due diligence' on any supplier. What due diligence reveals about JJO is a business with no bank borrowing, an enviably strong balance sheet and one which even in the teeth of the credit crunch never failed to make an impressive profit. Our customers know that we will be here next year and in five years' time. That security and certainty of supply allows partners to plan for the future with confidence.

The case studies featured on the following pages are but three examples of the hundreds of success stories in which we are delighted to have played our part. I thank the guys for being involved and for sharing some of the secrets of our joint success.

STEVE GREENHALGH
MANAGING DIRECTOR



QUICK TO RESPOND WHEN THE PRESSURE'S ON

Stuart Plumbing & Heating is a family-run business that was established in 1985. From a small shop selling mainly central heating systems and bathrooms to expanding to over 7 branches across the midlands, with 2 large showrooms in Hinckley and Narborough Leicester.

Their largest is in Narborough showroom, featuring 14 JJO room-sets and just a couple from other suppliers. The company mainly sells through retail customers, offering them a full support package that includes 3D planning.

Richard Elliott, a Director of the company, explains that although awareness of the JJO brand is low it's not a problem as the same is true of the competitors. He favours JJO because there's an extensive range of colours, unit sizes and other options. He also likes the fact they regularly update and extend their collections, recently introducing four new grey products.

In his opinion the company's kitchen carcass pedigree is a positive because bathroom installers are also kitchen fitters and so familiar with JJO. The fact that the doors are pre-fitted, that the units fit back to the wall and that there's a recess in the units for pipework also gets their thumbs up.

Specifying complete orders is easier with JJO than some competitors because the part numbers are better integrated. The biggest challenge at point of sale is displaying the full range of colours but he likes the fact JJO send sample doors by Royal Mail if customers request it.

“JJO always rise to the challenge
and have never failed us”





On top of all this he's enthusiastic about the levels of customer support. "They often beat their own two-week delivery target, with orders regularly coming in half that time. Unlike a few rivals they don't offer next day solutions but they can sort it in under a week if a customer is desperate and they'll rearrange the orders in your queue if priorities change." He stresses that bathroom installers are booked months in advance and you can suddenly find yourself out of stock. "JJO always rise to the challenge and have never failed us. I struggle to find anything negative to say about them, which is unusual in this industry!"

The deliveries are a cut above the rest too – "They have even been known to arrive early." Also, very few things are ever damaged as everyone in their business takes their personal responsibilities seriously. In rare instances where there is an issue their customer service people sort it promptly." He's full of praise, concluding that "They really do look after us".



HOW OUR PEOPLE MAKE ALL THE DIFFERENCE

Clyde Kitchens operate two showrooms, Clyde kitchens in Glasgow & Forth Kitchens in Edinburgh, both heavily feature JJO furniture displays. Managing Director Stefan Sinclair previously worked for MFI so his knowledge and experience of the trade is extensive.

For the past 10 years Clyde Kitchens have been very happy to sell and fit JJO products. Before this they were briefly involved with another major manufacturer, having been impressed by their state of the art manufacturing capabilities and their generous hospitality. However, early in that relationship they also visited the JJO facility in Lancashire. Although the premises, production capabilities and showroom were not as big the Clyde team immediately warmed to the people. He recalls that “They were really keen to talk to us and eager to provide any help they could”.

Clyde kitchens complete a high volume of JJO kitchen projects every month. Partly that’s because JJO are one of few UK companies to offer a truly comprehensive product range. But equally important is the fact that “It’s easy to do business with them. If there’s ever an issue you get hold of people who will go to the ends of the earth to get it sorted.”

Stefan is especially impressed with the dedicated JJO delivery drivers. He describes them as “Terrific brand ambassadors who are unfailingly enthusiastic about the products and company. What’s more they constantly pass feedback from the retailers to head office, ensuring that the logistical side runs smoothly and that any problems are swiftly resolved.”



“...our business wouldn't be where it is today without JJO.”

Stefan acknowledges that no kitchen brand, including JJO, is widely recognised by consumers. However, the Clyde staff do find that the JJO story, the fact it is a long-established family business with an excellent track record of reliability and integrity, resonates with customers.

“150 years is important to us” says Stefan, pointing out that not many manufacturers have managed to sustain success in this market for so long. “It shows that they have a flexible approach and have managed to move with the times. Although they are not trend setters or fashion leaders they are never far behind. The price point is also good and our fitters like the product because it is robust and easy to install.”

As a final point Stefan commends the simplicity of the product brochure and finds the white label literature very helpful. Without hesitation he says “our business wouldn't be where it is today without JJO.”



WHERE OUR DESIGN CAPABILITIES REALLY COUNT

C&C Kitchens is a family company that has been designing and installing quality kitchens for architects, interior designers, developers and private clients since the start of the millennium. Michael Percy, Director makes the point that largely focusing on the contract market throws up some unique challenges which JJO easily take in their stride.

They have the flexibility to cope with huge fluctuations in order volumes and the fact that no two contacts are ever the same. “Our clients include large national house builders and a few regionals. They require a broad variation of different styles and always come up with their own specifications. About ninety-five percent of the time JJO has something appropriate to offer.”

However, with other clients, there’s often a requirement to come up with something totally outside the standard portfolio. “Years ago we briefed JJO on a bespoke design and together we developed the Cologne door, which became a best seller. On another occasion we needed a specific aluminium trim adding to a white gloss door and they went out of his way to create this unique design just for us.”

“From the top of the organisation down to the delivery drivers there’s a super helpful attitude,” he adds. “They get out of their cabs to help lift stuff and are really polite – a rarity these days.” This helpfulness extends to the ordering. “If we anticipate needing 100 kitchens we can just give them a list of components and they’ll work that into their production schedule to create the necessary stock in advance of the order. I’ve found this very useful and I’m pretty sure no competitors offer such a service.”



“If there’s something you need, JJO will quickly find it – if there’s something unusual you want, they’ll work with you to achieve it.”



Michael also likes the fact they are UK based. “If the supplier is German we have to tell customers there’s a six week delivery time, but it’s a much shorter timeframe with JJO and on some projects that has proved a godsend. We never have a timing problem with them.” This is especially true where one small element of the design needs alteration. “Sourcing from overseas can take six weeks, hold up the entire project and trigger penalties. As JJO are in Lancashire, and consistently carry plenty of stock, our fitters can get the necessary parts in days or even 24 hours at a pinch.” His only gripe is that JJO are not as quick to embrace the latest trends as some other suppliers.

“With other kitchen suppliers I might be waiting for critical components to complete a project. This leads to huge sums of money being withheld by the main contractor who is waiting to complete. You are effectively held to ransom over remedials. This rarely happens when I use JJO. If there’s something you need, JJO will quickly find it – if there’s something unusual you want, they’ll work with you to achieve it.”

JJO C&C kitchens |



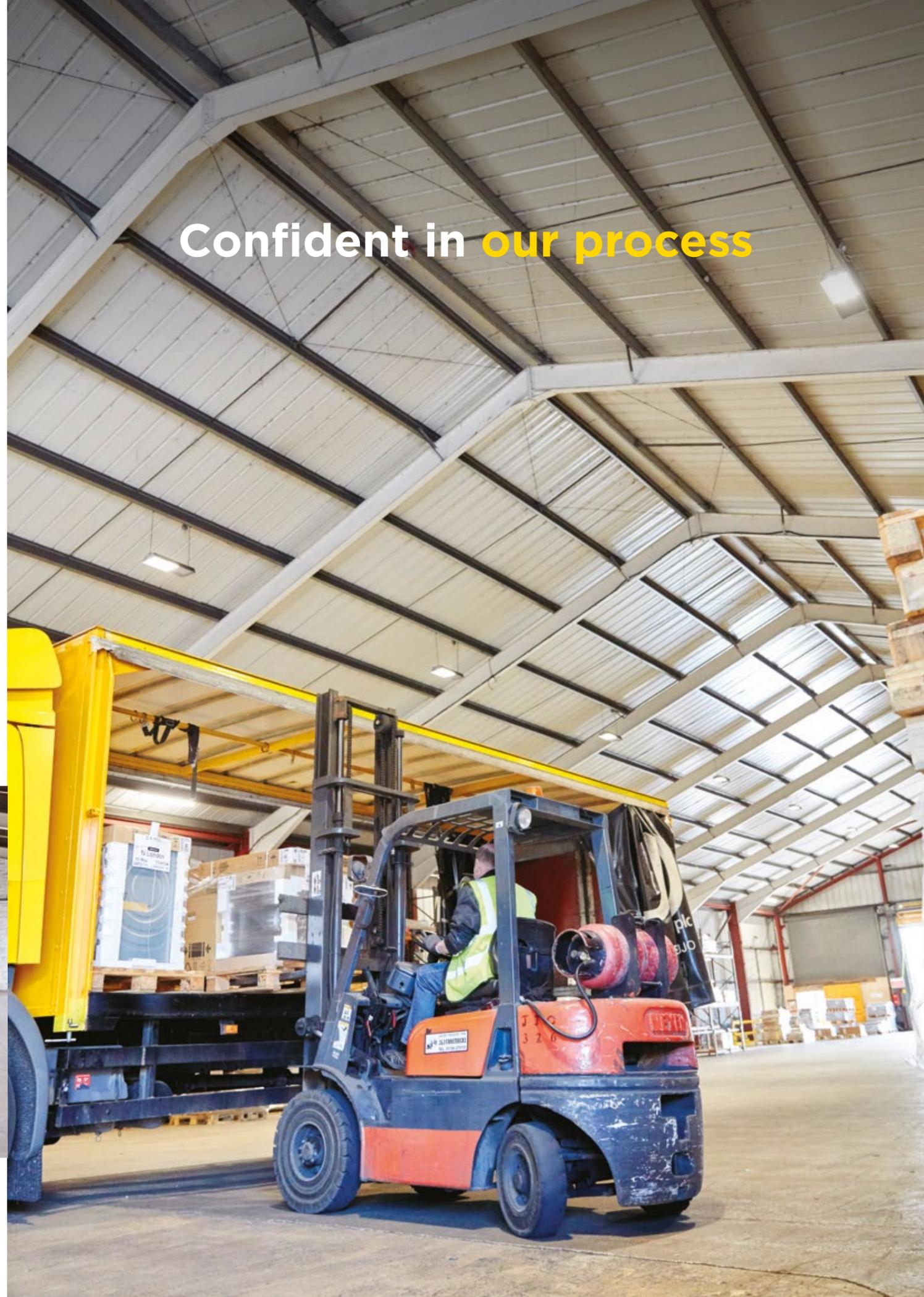
JJO plc, today is unrecognisable in comparison to when we first started manufacturing furniture. Over the years we have innovated and perfected manufacturing processes achieving worldwide accreditations and many various awards.

We hold the International standard organisation (ISO) accreditation 50001 in recognition of energy efficiency within manufacturing. ISO 14001 for our environmental awareness and application. ISO45001 – Health & Safety accreditation and ISO9001 – Quality assurance. In addition, our Kitchen furniture is tested by FIRA who are an independent testing facility. We hold their highest award possible – FIRA Gold.

JJO plc operate from a modern manufacturing facility including the very latest panel production machinery, from European specialist suppliers. The same plant machinery specialists, who supply premium German & Italian Kitchen furniture brands.

A combination of experience, know how, approved processes and state of the art machinery ensures we are extremely confident within our ability to manufacture superb Kitchen, bedroom and bathroom furniture.

Confident in our process





Supporting **independence**

DIY multiple, independent retailers, contract supply, on-line retail, independent merchant, developer/builder – there are many routes to market! Competitor furniture manufacturers frequently attempt to access more than one channel of business, which causes conflict amongst their customers.

JJO plc are 100% focused on supplying independent retailers and the independent merchant trade. We have no direct contract division, potentially competing with independents who supply into the contract market. We don't run with the hare and the hounds!

Where possible, we harbour our brands from on-line traders. We do not supply internet only businesses. We discourage our trading partners from entering the race to the bottom! This ensures bricks and mortar showrooms are not abused, margins are retained, and orders secured.

Goods are engineered to achieve longevity and satisfaction, not cost cutting and inevitable disappointment. Product development is tailored to current trends and the desires of the discerning British public.

Different markets have different requirements, which creates conflict with generic furniture, designed to the needs of the dominant channel of business. There are no such concerns, when purchasing from JJO plc.

We are 100% focused on your requirements, for your market, for immediate delivery.



Creating great furniture, requires “the best” components and raw materials. We are fiercely proud to include Blum fittings within our kitchen, bedroom and bathroom furniture.

Quite simply, the engineering within their products, is beyond comparison! This is why Blum guarantee their components for LIFE. Why skimp on hinges, drawers or lift mechanisms to save a few pounds? These are the moving components that have the potential for failure, unless you use Blum. It will never let you down.

Egger provide JJO plc with the majority of cabinet material & MFC door material. Their technological advances now make identification between veneer and MFC almost impossible. They are true visionaries. Their research & development is so far in advance of the furniture industry, they now dictate trends and others follow. Consequently, JJO plc create furniture for today’s market and tomorrow.

When commerce dictates that certain door, styles have to be sourced, rather than produced in house, we work very closely with a partner in Northern Italy. Our trading relationship is long standing which promotes trust and shared information. They own and operate from several factories, each having areas of expertise, for example timber door production, UV Gloss and Polyester high gloss painted finishes.

We are proud to be associated with all three suppliers, whom each improve our furniture with their areas of expertise and outstanding quality.



Proud of our **partnerships**



Behaving responsibly

Amongst the many awards won in recognition of our environmental approach to manufacturing, includes the “Green Apple Environmental Award” (presented to JJO plc at the Houses of Parliament).

The majority of our raw material requirements are timber-based panel products. These are sourced from FSC accredited suppliers to ensure that deforestation is controlled (and a new tree is planted for every mature tree cut down).

Our factory, warehouse & offices are heated by burning waste material, in efficient bio-mass boilers, negating the requirement for gas & dramatically reducing land fill waste. We recycle vinyl, plastics, paper, printer cartridges and even heavy goods vehicle tyres! Plant machinery is monitored to assess energy consumption, allowing us to develop working practices that reduce consumption.

Our delivery fleet is renewed on a rolling five-year investment program. All vehicles are Euro VI Diesel engine compliant, ensuring that emissions are as low as possible and these efficient diesel engines mean that we achieve high MPG. The fleet of Company cars is in the infancy of transitioning away from diesel engines and in the future we are switching cars from fossil fuel to electricity.

JJO plc has recognised the importance of manufacturing responsibly and sympathetically. We consider ourselves to be an ethical based business whose principles are founded on reducing our carbon footprint – without compromising quality or service.



We're sharing a few of the many hundreds of success stories where JJO makes a difference.

T+44 (0)1706 877877 www.jjopl.com

