

As if cultured contemporary furnishings at rather modest expense wasn't remarkable enough, Distinction Contract has joined forces with a recognised City institution to create a unique funding solution to facilitate hotel and leisure business refurbishments. This drives footfall which drives profits.

A mark of distinction



Since 1984, Fulham-based Distinction Contract has been successfully designing, manufacturing and bespoke furniture for the hotel and leisure industry.

Completing projects to the highest possible standard is the company's stated priority and as a result Distinction makes sure to produce only the finest of products from carefully vetted factories in China. It is important to understand the difference here between Chinese sourced product from a wholesaler or importer say, and the product for which Distinction is responsible. The company has a full production office in Hong Kong which specialises in manufacturing, quality control, packaging, and logistics.

Mark Coad is Distinction Contract's operation director and he ensures the production and logistics process flows smoothly and efficiently. "All Distinction





manufacturers have been thoroughly vetted and every single product that is loaded onto a container is fully checked. This ensures the products that customers receive are to the precise standards and quality specified whilst retaining unrivalled cost-effectiveness."

"Our expertise has been in demand worldwide with successful contracts having been carried out in Asia, the US and Europe.

"Our London office houses a talented team of production specialists, project managers, and administrators allowing us to handle your order right through to installation, if required.

Managing director Mark Elliott believes this marriage of convenience is one where everyone wins:

"Combining our two talented teams we provide customers with the cost advantages of production in the Far East whilst ensuring all products are produced to rigorous European standards."

Clearly it is a supply chain that a healthy number of major clients feel delivers the right products, with right service at the right price. Distinction Contract is an approved supplier to the rapidly expanding Rezidor Hotel group supplying its new Radisson Blu bedroom designs and interiors as well as the well established Park Inn brand furnishings. Other clients include Best Western, Indigo Hotels, Holiday Inn, The Hilton International, The Hilton UK and Marriott Hotels UK. ▶



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But with innumerable projects postponed or cancelled altogether due to difficult trading conditions and banks severely restricting funding of this type, Distinction Contract believes it could come up with a simple solution to solve this dilemma.

There are too many properties which are below par, or approaching it, and this will damage brand perception, increase maintenance issues and lead to reduced room rates and increase under-occupancy. There are very few upsides to a shabby hotel, a grubby bar or a dirty restaurant. Skipping on refurbishment destroys the profit generation of even the best rooms over time so a solution to this issue should be very welcome news indeed.

Distinction has teamed up with a leading prestigious City financial institution to create a unique leasing facility which allows hotels and leisure industry owners to upgrade facilities which would lead to improving occupancy and room rates – and hopefully profits too.

So now, for as little as £2 per night, per room, Distinction can lease customers the furniture, fittings and equipment required to upgrade your hotel to the 4 and 5 star standard of design and luxury.

Mark Elliott says: "We will custom design the interior to customers' requirements, ensuring they fit both budget and your style. This enable you to raise your room rates, increase your net revenue and your customer satisfaction ratings.

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Distinction has now carried a handful of these lease FF&E projects over the last 12 and feedback to date has been outstanding. It is also worth remembering that all these leasing costs can be charged to P&L and are fully tax deductible.

As a proposition for the hotel and leisure industry, Distinction Contract appears to have all the bases covered: inspired designs, sure-footed production, efficient logistics and the experience to identify what customers need and capacity to do something about it. That's the mark of a good business, that's the mark of Distinction...

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