

What are your top 3 selling tips for dealers looking to grow their offering?

1. Sell the benefits, not just the features: focus on wellbeing, comfort, productivity and space optimisation.
2. Use demos and visuals: showing how products work makes them easier to sell.
3. Start small, then upsell: introduce core products first, then suggest complementary solutions.

What support do you offer dealers (e.g. planning tools, layout services, brochures, swatches) to help win business?

We provide a full range of dealer support: marketing tools such as web banners, fact sheets, product brochures, product training, marketing guidance, and expert advice to help dealers confidently present solutions and win business.

Are there any emerging trends or popular styles in workplace or education furniture that dealers should be aware of?

Emerging trends in workplace and education furniture are being driven by hybrid working, flexible spaces, and wellbeing-focused design. Dealers should be aware that buyers are increasingly seeking:

- **Noise-reducing and multipurpose solutions:** Accessories that minimise distractions and versatile trolleys that serve multiple functions are in high demand.
- **Sleek, minimalist styles with premium materials:** Felt, aluminium, and other high-quality finishes are particularly popular.
- **Sustainability:** Eco-friendly, recyclable, and reusable furniture is a key consideration for many buyers.
- **Tech integration:** Furniture featuring built-in charging ports, cable management, and other tech-friendly designs is highly sought after.
- **Personalisation and adaptability:** Adjustable screens, moveable partitions, and other reconfigurable elements help spaces remain flexible.
- **Natural tones and textures:** Designs that incorporate natural aesthetics and support wellbeing align with workplace wellness trends.

- **Compact, space-saving solutions:** As hybrid working reduces office footprints, furniture that maximises smaller spaces without compromising comfort is increasingly popular.

Dealers who can highlight these features will be well-positioned to meet current market demands.

How is hybrid working impacting furniture demand, and what opportunities does this create?

Hybrid working is increasing demand for flexible, mobile and ergonomic furniture. Durable can offer solutions like mobile trolleys, laptop stands and desk dividers that adapt to shared or home-office spaces. It's a chance to sell wellbeing and productivity, not just furniture.

What's your outlook on growth areas in the UK furniture market over the next 1-2 years?

Looking ahead, sustainability and hybrid working are driving growth in the UK furniture market. Customers increasingly value eco-friendly products, while demand for flexible solutions that work for both home and office is rising. Durable sees strong opportunity in ergonomic, adaptable furniture that boosts wellbeing and productivity in these evolving workspaces.