



# Modular momentum

**Kevin France, Sofahouse UK managing director, Cormac Crawley, marketing manager, and new sales director, Andrew Cochrane, speak to Cabinet Maker about their latest product developments.**

Product development is key to the continuing success of any business — and this is no different for Sofahouse. “If you stand still in the furniture game you get overtaken very quickly so product development is at the core of everything we do at Sofahouse. New ideas, continual improvement and development is essential,” declares Sofahouse UK managing director Kevin France.

In 2018, Sofahouse achieved exceptional growth in modular sofa ranges as consumers are realising that a broader range of seating configuration is now possible. “It has been somewhat of a revolution,” continued Kevin, “and consumers have reacted so positively to modular that we wanted to explore this further, to open minds and to help retailers communicate the almost endless choices available.”

A number of years back Sofahouse recognised a deficiency in the corner model

concept. “Corner models were too rigid in the past. It happened so many times that a customer loved a particular model but it just didn’t fit properly in their sitting room,” said Kevin. “The only solution back then was to find a model that did fit, but inevitably the customer didn’t like that model as much. Put simply, each model was only one size and that just didn’t work well.”

So, since 2014 Sofahouse has been working with its manufacturing partner, White Feathers Ltd, to produce some of the finest modular models in the market.

“The Urban, Dillon and Kansas models have been runaway successes for us this year,” commented Sofahouse’s new UK sales director, Andrew Cochrane. “Coupled with our newer models, Levanzo, Marconi and Stefano, we have a formidable line-up for 2019.”

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product development has come to fruition. We can offer so much variety. In terms of configuration, you can have a two, three or four-seater. You can add a console or two to that. You can add a corner piece to create the L-shape sofa you always wanted. You can even add a second corner piece with a couple more seats and, hey presto, you have a U shape!

“You can add a chaise or motion recliner to either end, with some models even having a power motion option — the choice is entirely with the customer. Basically, if you can imagine it, we can offer it to you.”

Even if you can’t imagine it, Sofahouse is creating 3D animations to give retailers and consumers more food for thought. Sofahouse marketing manager, Cormac Crawley, explains: “We want to paint a picture for end users, to show what is possible. It’s one thing talking about it and trying to imagine what any particular configuration might look like, but when you can see it unfold before your eyes it brings modular to life.”

“There are so many different combinations and the animation will present you with possibilities you might not even have considered. It is definitely a power marketing tool.”

It’s worth taking a look at one of the 3D animations on the homepage of Sofahouse’s website — [www.sofa-house.co.uk](http://www.sofa-house.co.uk) — to see for yourself.

Of course, with such variety on offer, stock availability is crucial to maintain delivery times, no matter what combination is ordered. Sofahouse has more than 250,000sq ft of warehousing in the UK and Ireland, including new premises in the West Midlands, where all current models in their various combinations are held in stock, ensuring that a product is available for delivery as soon as it is ordered. In an ever competitive market, where service is crucially important, Sofahouse believe that its ability to deliver in a matter of days sets it out from



the crowd.

Modular has been a revelation and Sofahouse is excited about the future direction of the business. Naturally it will be exhibiting all its newest models, as well as its best sellers, at

the January Furniture Show in Birmingham’s NEC in the new year.

[www.sofa-house.co.uk/](http://www.sofa-house.co.uk/)  
[www.sofahouse.ie](http://www.sofahouse.ie)