



HAWK™
FURNITURE

Q1 | 2025

NEWSLETTER

Welcome

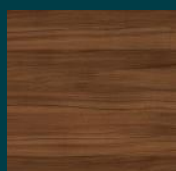
As we reach the end of the first quarter of 2025, we are pleased to share the latest developments from Hawk Furniture.

Our commitment to innovation, quality and sustainability continues to drive us as we design office furniture solutions that help our customers create amazing workplace environments.

Read on for a snapshot of our news, successes and company updates so far...

Product Updates

We have introduced new design-led products and finishes to our growing portfolio and made some key changes to our existing portfolio.



DIJON WALNUT

As of Tuesday 1st April, our Dijon Walnut MFC finish will move into pricing Band 2. Orders processed before this date will be attributed to the original Band 1 pricing.



PLUM METALWORK FINISH

Say hello to Plum, our striking new metal shade.

Designed to replace the **discontinued Peach**, Plum brings a bold yet sophisticated update to our office furniture portfolio, offering a timeless finish that complements a variety of styles.



INTRODUCING THE NEW APEX COLLECTION

The Apex elevates the classic Brava bench, redeveloping it to result in the highest possible quality product with extremely competitive pricing.

The improvements go beyond incremental changes, making Apex a complete reimaging of the original and will replace the Brava range.

With its superior durability, functionality and style, Apex is the perfect solution for contemporary workspaces, representing the next level in high-performance desk design.

Leg Options: Goalpost, A-Frame, Loop, Loop Infill (One Side or Two)
Depths: 600D*, 700D, 800D
Assembly: One Bolt System and pre-fitted feet for ease of assembly

*excludes A-Frame leg

NEW SEATING RANGES

We are excited to introduce **Pasadena** and **Detroit** - our two latest seating options designed for style, comfort and productivity.

Pasadena Operator Chairs boast a sleek, modern look with ultimate ergonomic comfort available in Glacier, Coral or Black.

Detroit Meeting Chairs blend comfort and professionalism, with padded seats for comfort and customisable fabric to suit all decors. **Available in May 2025.**





HAWK FURNITURE

Company News

SALES COMMUNICATIONS

As we strive to improve across all areas of the company, we have made small adjustments to the Sales team structure.

We have introduced a central Sales email inbox address for the purpose of streamlining customer interactions. Going forward we ask that customers use orders@hawkfurniture.co.uk for all enquiries, purchases or any other correspondence.

From there your email will be filtered to your dedicated Internal Sales Co-Ordinator who will assist you.

NEW SALES MANAGER

In January we welcomed new member of staff Rachel Watson to the Hawk family as Sales Office Manager.

With many years of experience managing a team at a large scale commercial company, Rachel brings a wealth of knowledge and a fresh perspective on our long-term strategy.

The key focuses for Rachel will be improving the communication channels both internally and externally, and developing customer relationships.

To contact Rachel, please email rachel@hawkfurniture.co.uk

WEBSITE UPGRADE

Hawk's brand new website is currently in progress.

With a more user-friendly interface and improved product pages, we can't wait to show you what we've been working on.

Keep your eyes peeled for further updates.

COMING SOON NEW LONDON SHOWROOM

Something exciting is coming to Clerkenwell this summer.

A new space, a new experience and an exclusive way to discover our products like never before. Behind closed doors, we're crafting something special that we think will be the perfect addition to our growing territory.

Get ready to experience our latest collections up close, explore exclusive pieces and immerse yourself in a world of craftsmanship.

Stay tuned for more details to be among the first to step inside.

DESIGN FESTIVAL NORTH

Hawk Furniture exhibited at interior design show Design Festival North in Manchester on Wednesday 26th March.

A must-attend event for commercial interior designers, architects and other design-led individuals, Design Festival North provided the opportunity to showcase our latest products and engage with suppliers.

Located in a Grade II listed building, the event was a brilliant way to meet like-minded people who are passionate about commercial design. Thank you to all who came along to see us!





APPROVED BUSINESS

You can now find Hawk Furniture on B2B online business directory Approved Business.

Check out our profile page to see company information, reviews, product ranges, press releases and other useful resources.

PRODUCT GUIDE 2025

The latest edition of our Product Guide is now available.

This comprehensive guide showcases our latest innovations and enduring classics, all designed to meet the evolving needs of modern workspaces.

View and download our new brochure by clicking the link [here](#). This brochure also reflects our **price increase** which came into effect on 1st April.

Printed copies of our Product Guide will be ready in mid-April for distribution. If you have not received a copy by May, please email orders@hawkfurniture.co.uk and they will arrange for a copy to be sent via post.



HAWK FILMING DAY

We welcomed Hull filming company JayJay Media on site to create a promotional video about the history of Hawk Furniture and our manufacturing processes.

MD Paul Lincoln and Operations Director Ben Appleyard were asked a series of questions on camera, before hosting a tour of the factory to show the considered manufacturing process from design to delivery.

The videos will be shared on our socials and take pride of place on our brand new website.



WORKSPACE DESIGN SHOW

Members of the Hawk team attended the Workspace Design Show in London on Wednesday 26th February.

The popular event gave us the opportunity to meet likeminded individuals in the office design industry and to see the latest inspiring industry trends.



TRAINING WORKSHOPS

Both factory and office Hawk staff have been taking part in a number of training workshops since the beginning of the year.

Operations Director Ben and Continuous Improvement Manager Wayne have been carrying out whole staff training workshops themed around LEAN practices. The workshops are designed to be an engaging way of looking at methods of streamlining our ways of working, both in the factory and in the office.



CUSTOMER SATISFACTION SURVEY

Hawk are passionate about providing true quality service to our customers and strive to improve wherever possible.

*Click
here to get
started*

Your opinions help us improve and provide the best possible experience for you. Please take a few minutes to complete our customer satisfaction survey and share your thoughts about our products and services. Your input is essential in helping us serve you better.

Thank you for your time and support.

CLERKENWELL DESIGN WEEK

We are excited to be a part of Clerkenwell Design Week again this year, a London festival that celebrates the world's leading interior brands.

Under the theme of *Game On*, Hawk will be showcasing the latest products alongside a fun and engaging tabletop game of skittles and other retro-style activities.

If you are local to London, be sure to pop in to see us at The Gallery!

GOOLE & HOWDENSIRE BUSINESS EXCELLENCE AWARDS

Hawk Furniture have been shortlisted for the local Goole & Howdenshire Business Excellence Awards for 2025.

We are pleased to have been shortlisted for **Environmentally Friendly Business of the Year** and **Family Business of the Year**.

Sustainability has always been at the heart of what we do, from sourcing responsibly to reducing our carbon footprint. As a family-run business, we take great pride in our heritage, our team and the high-quality British furniture we produce.



BIESSE CUSTOMER VIDEO

Thank you to Biesse for creating an incredible customer story video that highlights our journey together.

Their cutting-edge technology and expertise have enhanced our manufacturing process, helping us achieve greater precision, efficiency and innovation. You can watch the video by clicking [here](#).



PRODUCT HIGHLIGHT: MADISON OPERATOR CHAIR

The Specs:

- Sophisticated Oyster Frame and Components
- Three-Stage Tilting Synchro Mechanism
- Seat Slider for Customisable Depth
- Height-Adjustable Padded Arms and Lumbar Support
- 150kg Capacity Gas Lift
- Oyster Spider 5-Star Base

Madison can be paired with a cool toned MFC finish such as White Oak, Classic Ash or Swiss Elm for a modern and welcoming feel.



COMIC RELIEF BAKE SALE

Hawk staff generously came together to support Comic Relief's Red Nose Day by baking and purchasing an assortment of sweet treats.

Thanks to the generosity of our team, we successfully raised over £120 for this important cause.

NEW STAFF MEMBERS

We are in the fortunate position to be expanding our workforce following another successful year.

Welcome to the following members of staff who have joined us since January.

Jamie Boucher - Production Operative
Matt Bell - Systems Co-ordinator

STAY IN TOUCH

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