



**NEATFORM**  
bendy mdf

**NEATMATCH**  
decorated mdf

**NEATROUT**  
perforated mdf



ISSUE ONE / APRIL / TWO THOUSAND + FOUR  
NEAT CONCEPTS FOR INTERIOR DESIGN SOLUTIONS

# Neat Thinking / 01

[www.neatconcepts.com](http://www.neatconcepts.com)

## ROYAL APPROVAL FOR NEAT CONCEPTS

Neat Concepts was given royal recognition when it received a Queen's Award for Enterprise in the Foreign Trade category for its export achievements - the business equivalent of the New Year's and Queen's Birthday Honours.



The company supplies products not only across the UK, but also to the European market and North America, with the Far East in prospect.

Chairman Philip Brading and managing director John Beaugié, were formally presented with a 'Grant of Appointment and Award Emblem' by the deputy lord-lieutenant of London, Mrs Jenny Bianco, at the company's premises in front of the entire workforce and selected guests.

Philip commented, "We were delighted to receive the award, which provides recognition for our company and for all of our employees and distribution partners. It is a fantastic endorsement of all that we have achieved, not only in the UK, but on a global scale."



## AN INNOVATIVE PRODUCT RANGE

For those of you who are not entirely familiar with Neat Concepts' versatile product range, here is a quick summary:

### **NEATFORM** bendy mdf

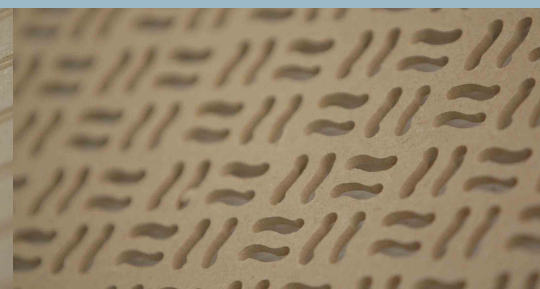
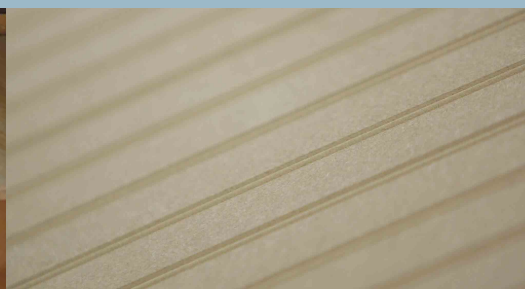
- Ideal for creating smooth, curved surfaces such as columns, reception desks and curved walls
- Can be finished in different ways, including paint, veneer and laminate

### **NEATMATCH** decorated mdf

- Labour saving alternative to wood panelling with the appearance of tongue and groove
- Available in a range of profiles, finishes and different panel sizes

### **NEATROUT** perforated mdf

- Decoratively routed MDF panels for use as radiator grills, partitions, screens and door panels
- Now available in 8ft x 4ft sheets - see feature story on page 3





## WELCOME

I am delighted to bring you the first issue of **Neat Thinking**, the newsletter from Neat Concepts, with news and updates from across our business.

In this issue, we have news about our new website, which has undergone a major makeover and also some interesting case studies such as the story of the world's largest single masted yacht, which used **Bendy MDF** in the construction of its hull.

The past 12 months have seen some significant developments, including our Queen's Award accolade, a new corporate identity and the appointment of a specialist marketing consultancy to help raise our profile in the trade.

Our international business is looking very healthy with the North American market growing very rapidly, and we are making good progress in both China and Japan.

Closer to home, in both the UK and the rest of Europe, sales are extremely buoyant and interest is escalating by the day as architects and interior designers, as well as the DIY market, discover the many uses and aesthetic benefits of our products.

**Philip Brading**  
Chairman

# www.neatconcepts.com GETS A FACE LIFT

To make its website more user friendly and accessible, Neat Concepts has given it a complete makeover.

The new site not only features more detailed product information, including specification and technical details, but also lists industrial and retail DIY stockists, as well as providing web versions of brochures and data sheets that can be downloaded.

In addition, the site features a news section, with case studies and photography of a range of interesting applications.

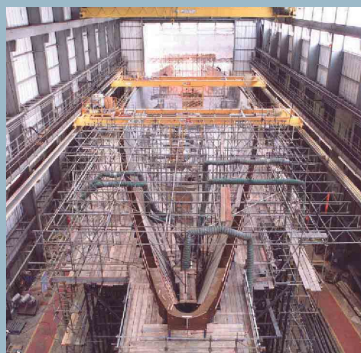
Martin James of Neat Concepts, says, "We wanted to provide our customers with a website that was even easier to access, with more detailed information and links between sections.

"We are continually improving and updating our site and would welcome any feedback to help us ensure that it is as user friendly as possible."



## SMOOTH SAILING FOR THE MIRABELLA V

When the world's largest single masted yacht set sail on its maiden voyage, the team at Neat Concepts took much pleasure in knowing that they had played their part in its construction.



The vast hull of the Mirabella V was constructed around a giant mould made from Neat Concepts' Neatform Bendy MDF product. Commissioned by American businessman Joe Vittoria, the yacht comprises six staterooms, a whirlpool bath, swimming pool and even an outdoor cinema.

Peter Holloway, project manager for the VT Shipbuilding Group that manufactured the vessel, said, "We went to Neat Concepts and its distributor W.T. Eden to find a cost effective and workable solution for developing the hull of the Mirabella V. They suggested a mould made from Medite moisture resistant Bendy MDF, which turned out to be the perfect solution for this project."

John Beaugié, managing director of Neat Concepts, commented, "Bendy MDF is a revolutionary product for the trade, which is enabling fabricators and contractors to achieve the results they are looking for when curved surfaces are required."





## ARM IN ARM WITH COMMERCIAL JOINER

**Quality commercial woodworking company, SRS Joinery, has used Neatform Bendy MDF in a major £300,000 contract.**

The company, based in High Wycombe, England, was employed to carry out a major refurbishment for IT giant Advanced Risk Machines (ARM) at its headquarters in

Cambridge. The refurbishment included the construction of two distinctive curved reception desks, which were built using Neatform Bendy MDF.

Director of SRS Joinery, Richard Emms, commented, "We have used Neatform in other projects, so we were confident that we could achieve the desired effect."

"The big advantage of Neatform over bending plywood, apart from the fact that you get consistent results, is the pre-sanded, smooth MDF surface. You can actually veneer or paint Neatform without the need to pre-finish the surface, which delivers considerable time saving benefits and assures better quality."

## NEATROUT PERFORATED MDF NOW IN 8ft x 4ft

**Neat Concepts is now offering its innovative range of perforated MDF sheets in an 8ft x 4ft format meaning less wastage.**

Unlike other similar products on the market, the range - which is used for applications such as radiator grills, partitions and door panels - consists entirely of routed MDF panels, giving cleaner edges and a finer definition to the finished product.

The unique routing process used by Neat Concepts also allows greater flexibility and gives the opportunity to produce special designs at a realistic cost.

Tim Green, general manager of Neat Concepts, says, "The feedback we were getting was that our perforated MDF panels, one of our most popular ranges, would be far more versatile and deliver less wastage when supplied in an 8ft x 4ft format. So, that is what we have done, and our customers are delighted."

Easily fitted to standard or bespoke radiator surrounds, the grills can be finished in a variety of ways for all environments.





## 'NEAT' SOLUTION FOR OHIO HOSPITAL

**Establishing itself as the premier supplier of specialist MDF panel products across the US and Canada, Neat Concepts had its Neatform Bendy MDF product specified in a major reception area renovation at Salem Community Hospital, Ohio.**

Bennett Supply, the exclusive distributor of Neatform Bendy MDF in Pittsburgh, provided the product after sub-contractor Vivo Brothers Inc of Youngstown, had presented Neatform Bendy MDF to the specifier.

Vivo Brothers Inc had previously avoided taking on projects which involved curved surfaces because they had been dissatisfied with the performance of other bending substrates. However, they were very impressed by the versatility and flexibility of Neatform, and how aesthetically pleasing the finished product looked.

Martin James of Neat Concepts says, "This project demonstrates just one of the many applications for our product. It has numerous advantages over bending plywood, including the 120 grit pre-sanded smooth finish, consistent bending to 6" radius, exceptionally good thickness tolerance and no exclusions."

Neat Concepts has distribution partners across the USA and Canada, which have the combined ability to deliver Neatform to the majority of cabinet shops across North America.

## BENDY MDF TURNS JAPANESE ON

**Neatform Bendy MDF has captured the imagination of the Japanese - a country traditionally dependent on wood based constructions.**

After seeing the revolutionary product, it appears that the New Japan Yacht Co Ltd has realised the versatile properties of Bendy MDF, which is enabling fabricators to achieve curved surfaces that they never previously thought possible.

Philip Brading, Neat Concepts' chairman, recounts how the product first found favour in Japan, "We received a request from Mr Takahashi at the New Japan Yacht Co Ltd for some samples after they had seen it in a magazine, and we shipped out four sheets for them to look at. We couldn't believe it in the office when just a few weeks later we received some pictures showing a fabulous reception desk, which was produced using our product.

"Asia's commercial joinery and shop fitting market is enormous and we are currently in discussions with a number of potential distributors in Japan and China who are very excited about the prospect of being able to offer Bendy MDF as part of their range.

"We can see the demand from the commercial and retail sector in Japan and China growing quickly as curved and elliptical work increases in popularity and both installers and specifiers become more familiar with just how easily these effects can be achieved."

