

# The Dams Knowledge Guide.



# Welcome to The Dams Guide.

Get to  
know us...

dams 



**We dedicate this book to  
you, our present and future  
dealers and partners.**

**As you turn these pages and explore every inch of Dams, you will  
discover the potential for a partnership that empowers your business  
and elevates you above the competition.**

Allow us to present exactly what sets Dams apart as the leading manufacturer and wholesaler of office furniture in the UK, and how we can provide you with everything you need to not just succeed, but to thrive.

Let's get started.

**Unique**



**Heritage**



**Innovation**



**Portfolio**



**Manufacturing**



**Procurement**



**Delivery**



**Space Planning**



**Marketing**



**Data**



**Sustainability**



**Quality**



**Knowledge**





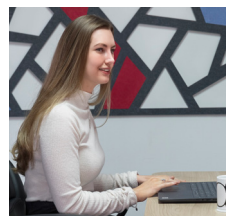
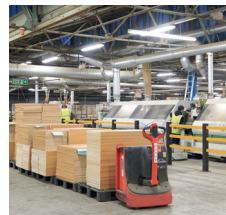


# We've Got You *Covered.*

**We are both a manufacturer and a wholesaler of office furniture. Because we are both, we are uniquely placed to help support your growth in the office interiors sector.**

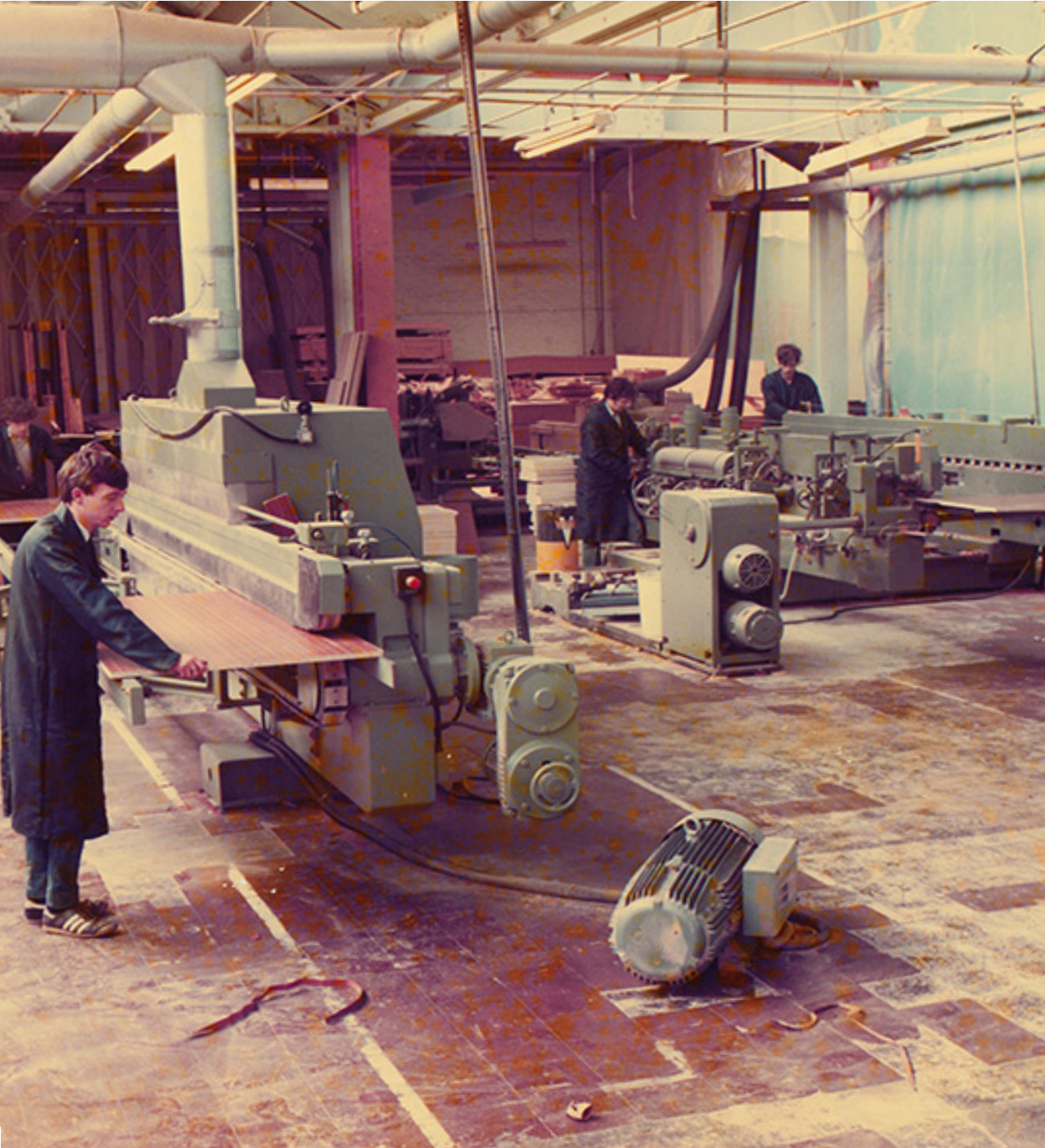
Our warehouses allow us to keep over 9,500 stocked items ready for your customers, and our large scale manufacturing capabilities means we can make what you want, when you want it – and no later.





We're  
*Unique.*







# We're Not Going *Anywhere.*

**We weren't born yesterday –  
we have been a family-owned, proudly  
Liverpool-based company since 1967.**

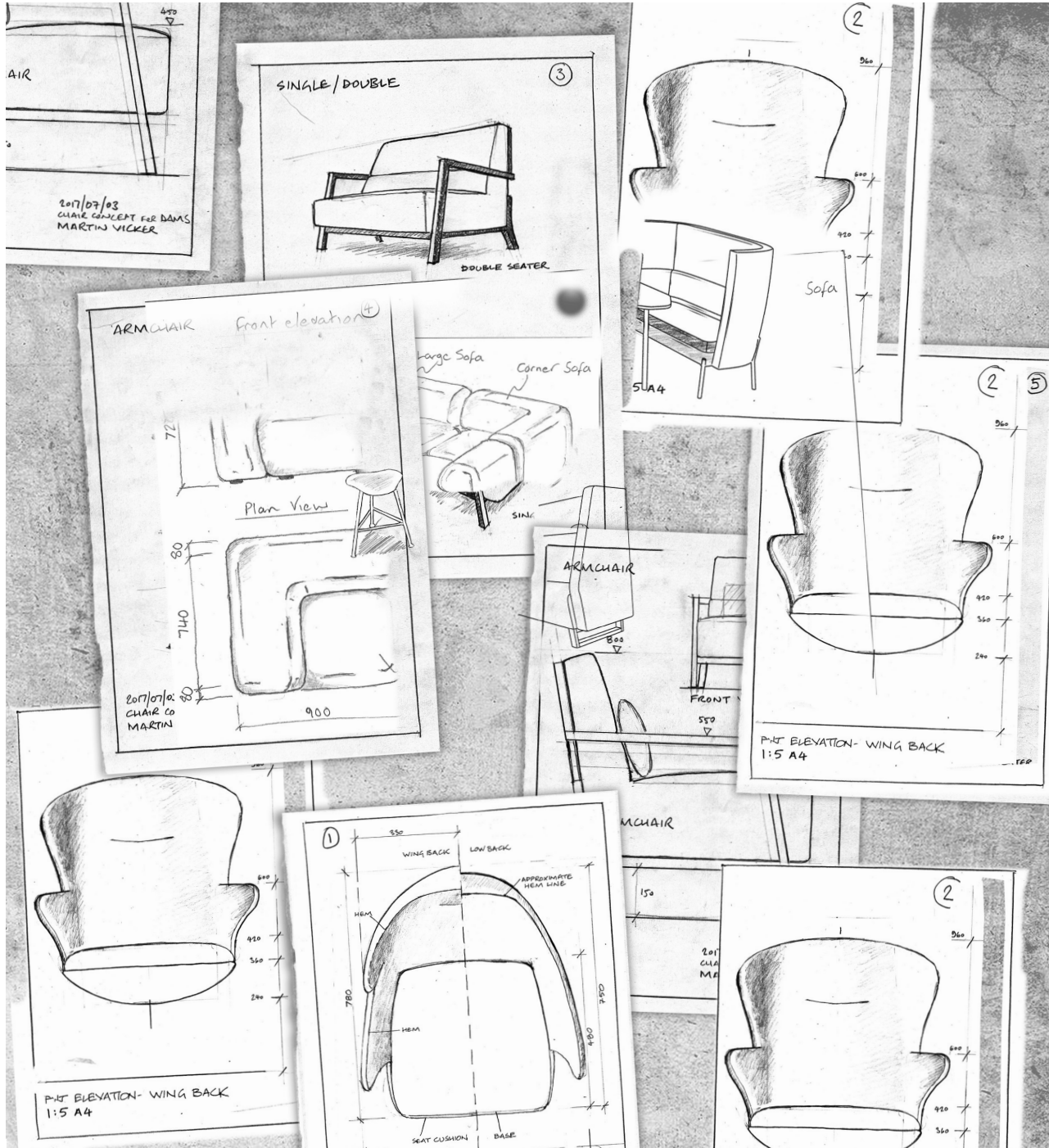
We are here to serve you, and to share  
with you our wisdom that has been  
passed down through the decades,  
feeding a wealth of industry experience  
that has fuelled growth and success over  
many years.





# *Supporting Dealers Since 1967.*







# We Bring You *Innovation* By Design.

Combining the expertise of our in-house team of designers and a selection of external designers around the globe, we develop innovative new products every year.

The crucial aspects of quality, sustainability, and ergonomics are intricately balanced with the latest trends in design and workplace culture, to create products perfect for any space, anywhere.





# *Inspiring Spaces.*







# We're Your *One- Stop Shop.*

With us, you'll never need to go anywhere else. Our portfolio of products is bursting at the seams, spread amongst two brands and further filtered through categories focused on function.

From storage to soft seating, our catalogue contains a comprehensive collection of solutions to compliment any budget.

Portfolio





dams 



Portfolio





Portfolio



Flexibility



# We're The *Manufacturer.*

**Dams boasts one of the largest and most highly automated office furniture factories in Europe, manufacturing our wooden furniture products right here in the UK. This provides you with unparalleled flexibility to respond swiftly to demand, combined with an unparalleled depth of range.**

These quality-assured products can be traced all the way back to their roots. Certifications from industry-leading organisations, including FISP and FSC, provide your customers with reassurance of our commitment to being a sustainable manufacturer.





***2 Million Panels  
Cut Per Year.***





# We're FSC® *Certified.*



FSC® certified products  
available on request

Manufacturing







# We're *Expert* Craftspeople.

**Branching off our woodworking capabilities, our in-house team of expert upholsterers stitch quality into every product.**

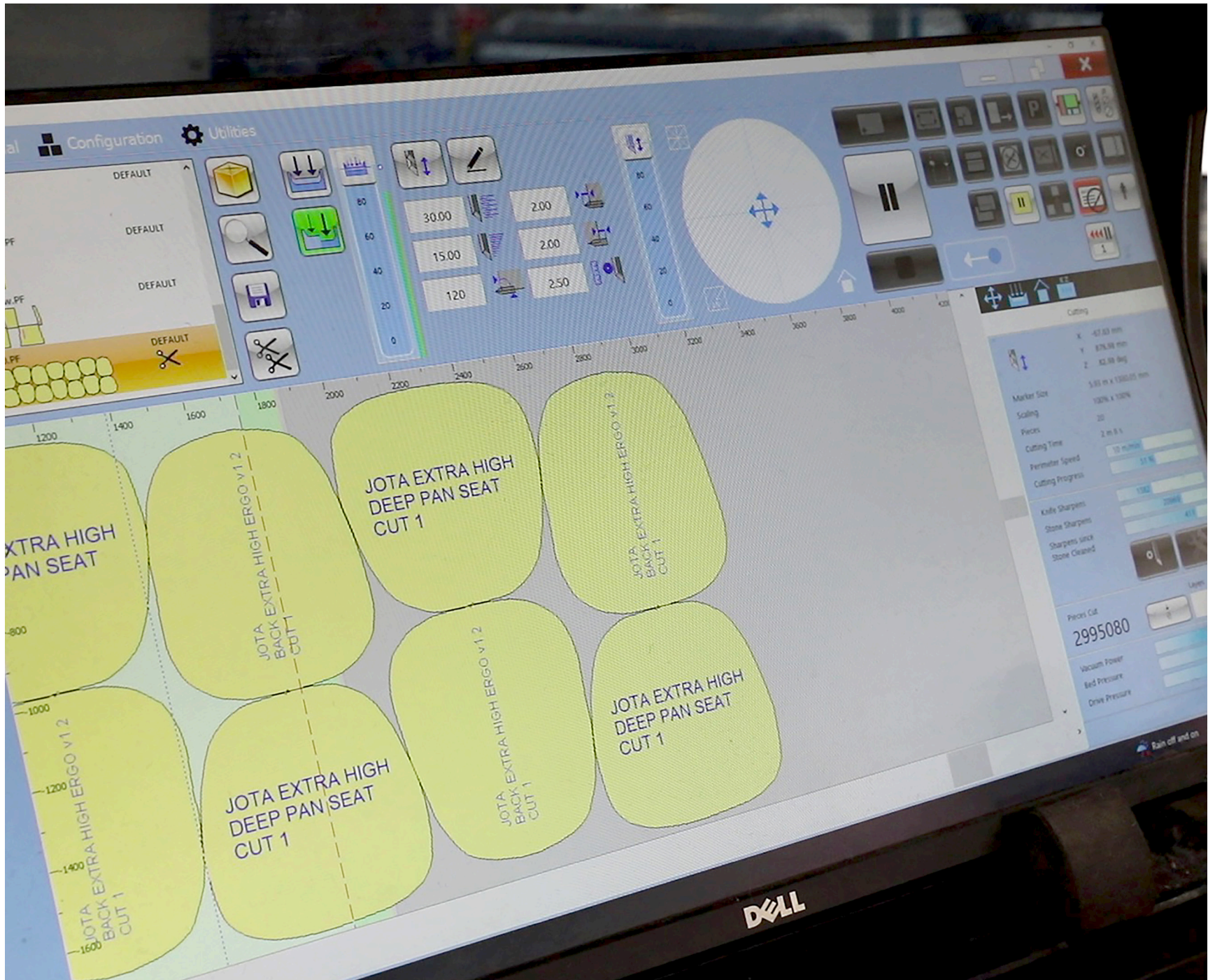
This close-knit community, combined with our incredible range of products, fabrics and finish options, will craft your carefully-customised product to order, to the highest standard.





# *Tailor Made.*





**115,000 Metres  
Of Fabric Cut  
Per Year.**







# We Also *Wholesale.*

As a wholesaler, we scour the globe so you don't have to, strengthening our portfolio with the best products that the world has to offer.

We work with selected partners to ensure consistent quality, reliability and stock availability, and we use innovative software to work together seamlessly and efficiently.

Procurement





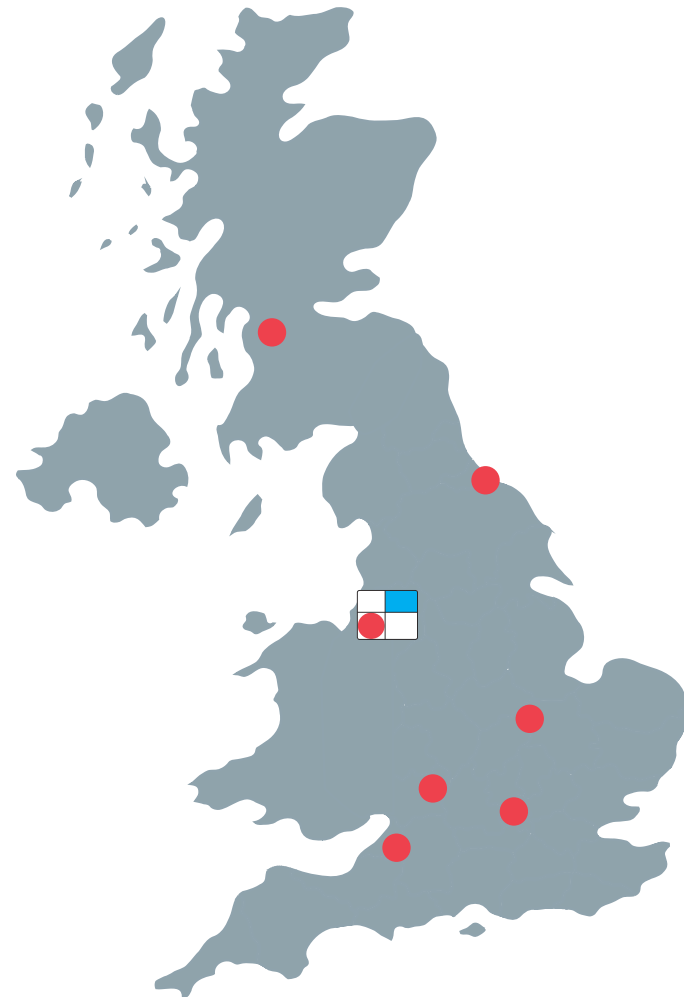
# We Come To *You*, Or Come To Us.

We can deliver to your warehouse twice a week, with no minimum order value and no delivery charge. Take advantage of a late 4pm cut-off time, established to ensure you can offer your customer a quick, reliable delivery service - no matter where you are based in the UK.

If you don't have a warehouse, you can arrange to collect from one of the seven strategically located collection centres we have across the UK.

## Locations

- Liverpool CDC
- Glasgow
- Northampton
- Seaham
- Bridgwater
- Watford
- Swindon



Delivery





# We Go The *Extra* Mile.

## Dams is leading the pack in end user deliveries.

Our “2-Person Delivery” service offers a 2-4 day lead time – however, if you are looking for a next-day delivery, or delivery on a specific day, we offer a “Premium 2-Person Delivery” service.

Both delivery services are carried out by a dedicated 2-person delivery team, direct to your customer’s room of choice. The deliveries are pre-booked and include a 1-hour pre call.

If you are looking for a simple solution, our “Express Delivery” is a drop-ship service, where goods are placed appropriately at your customer’s kerb side.

Our Premium Service has a later cut-off of 3pm, and 4pm for our Express Service – for maximum convenience.

For even more convenience, we can also support your customers with a full furniture recycling service of old unwanted furniture (for more information see our sustainability section).





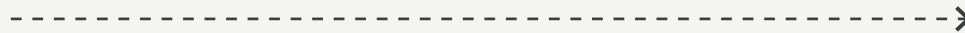
# We Do The Heavy *Lifting*.

**Give your customers the red-carpet treatment by offering a complete, white-glove end user installation service.**

We can offer a 5-7 day “White Glove Install” service or, for those installations that require perfect timing, you can upgrade to a “Premium White Glove Install” and simply name your day (from 48 hours following order receipt).

Our expert installation teams are intricately trained to install and set out your customers new office furniture, with the utmost care and attention.

For larger installations, take advantage of our internal project management team, who can coordinate everything from a site survey and risk assessment to overseeing the final installation details – so you don't have to lift a finger.



Delivery







# We Design Inspiring *Spaces.*

We'll do more than just provide your furniture – our expert in-house team of interior designers will bring your space to life.

Utilising current, high-end space planning software, and incorporating our in depth knowledge of workplace trends, the team can create your customer's dream interior.

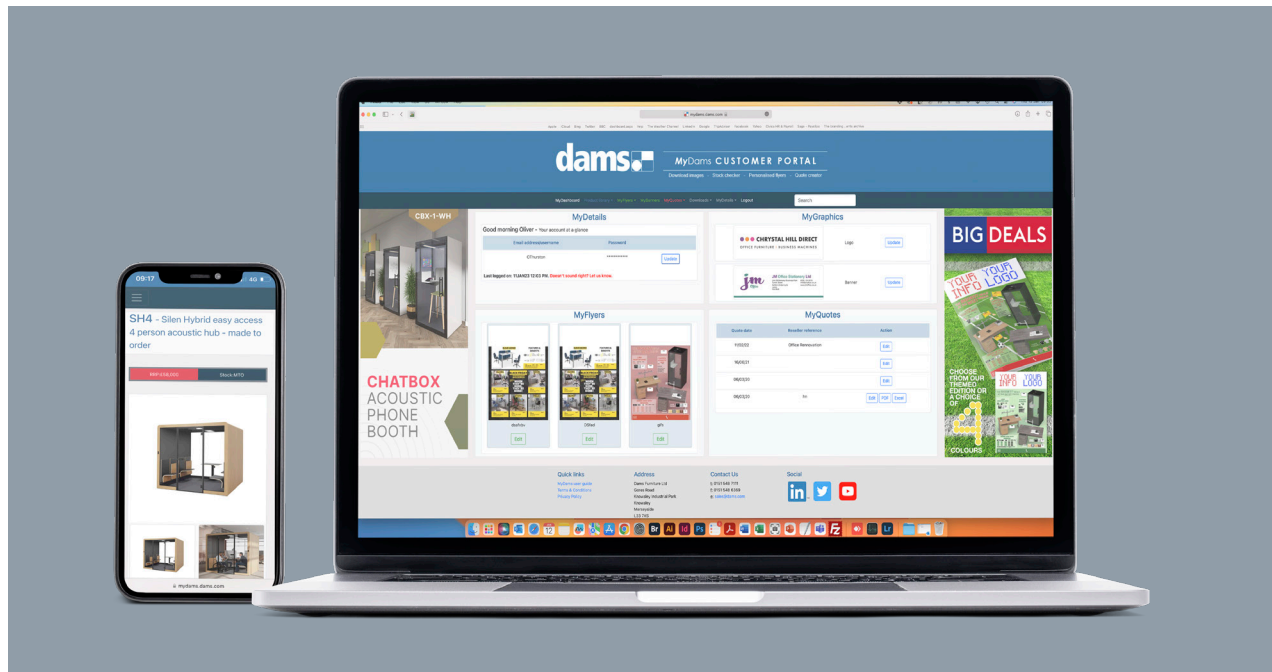




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# On Trend, On Demand.





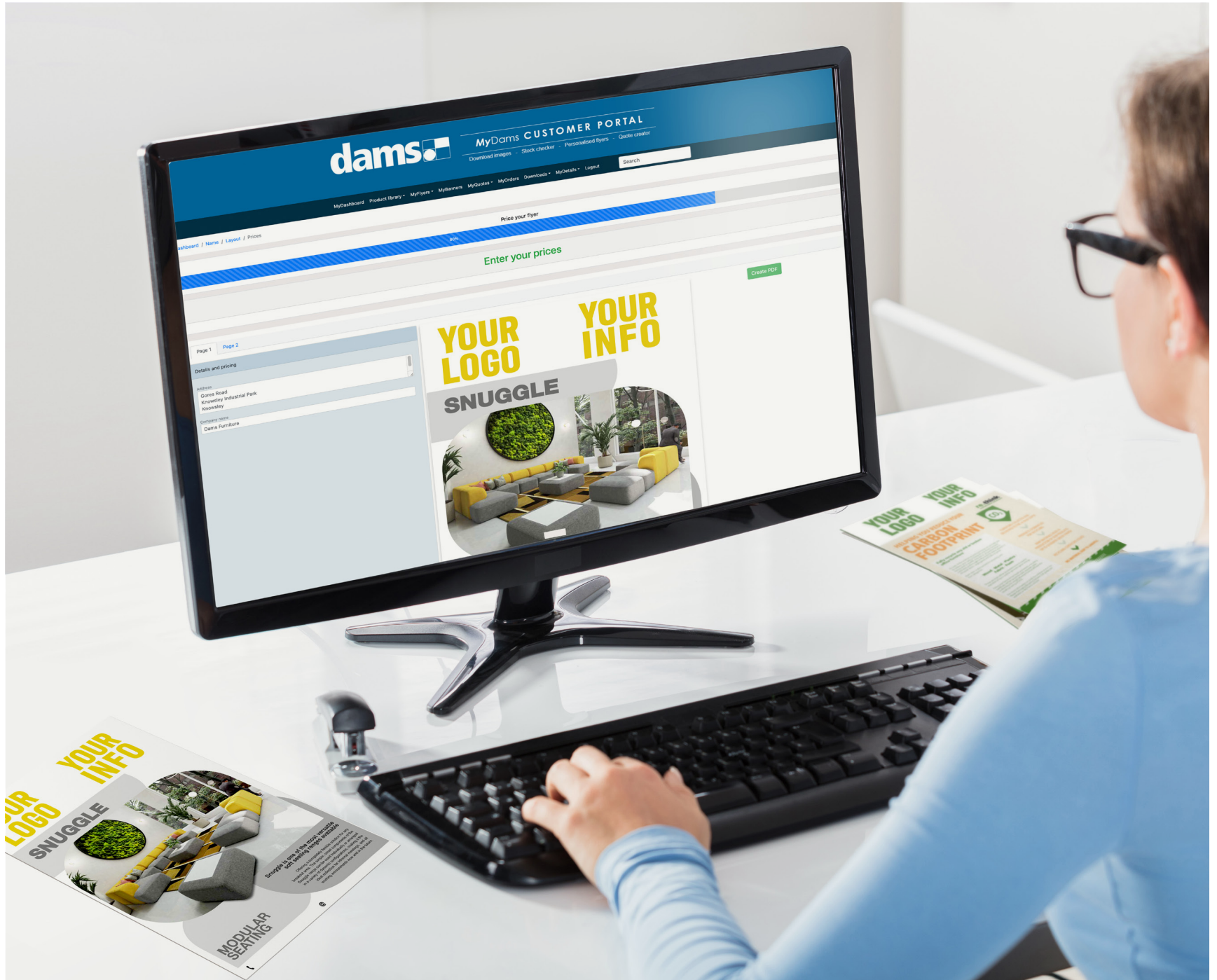


# We Help You Sell More.

**We get it, selling yourself can be hard. That's why we provide a comprehensive library of marketing literature, both digital and print, that you can put your own stamp on. This library contains annual furniture guides, 16-page 6-monthly specialised focus catalogues, quarterly flyers, as well as 100s of product flyers for you to personalise and take home – no library card required.**

Knowledge is power, and there's no better power source than our online customer portal, MyDams. As our partner, you have an all-access pass to stock checks, quotation tools, marketing materials, order updates, data files, and much much more – 24/7, 365 days a year (366 on leap years).





# *Elevate* Your Image.



Marketing





# We'll Make Your Life A Whole Lot *Easier.*

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**To provide the best service and make your business lives easier, we have partnered with the world's leading providers of office product software.**

Our enhanced, industry-leading data is created for easy access, to support your sales. Browse over 9,500 products and prices, receive up-to-date stock feeds, and place and acknowledge orders via EDI.

Data







# We're Helping You Become More *Sustainable.*

**Some may say it's not easy being green, but protecting the environment is of utmost importance to us. We've made a NetZero pledge, and we're committed to reaching it by 2035 - or sooner. We're constantly investing in green energy, green policies, and green equipment to reduce our impact on the environment.**

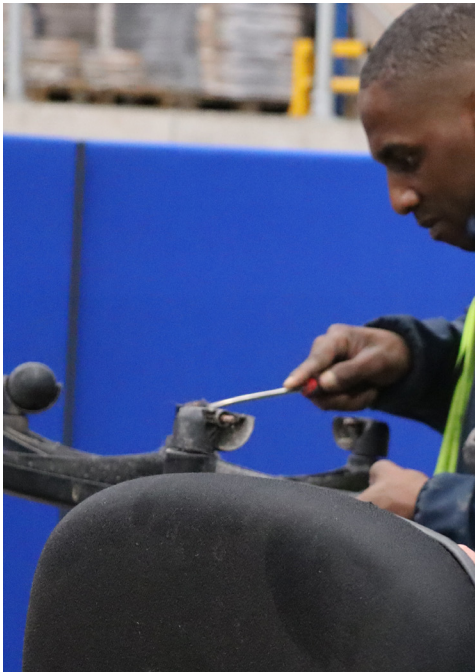
Just a few of the investments we've made include a wood biomass boiler for heating, solar power for power, a fleet of electric and HVO fuelled trucks and vehicles, and a sustainable waste initiative, re.think – more on that in just a moment.





# *Zero To Landfill.*







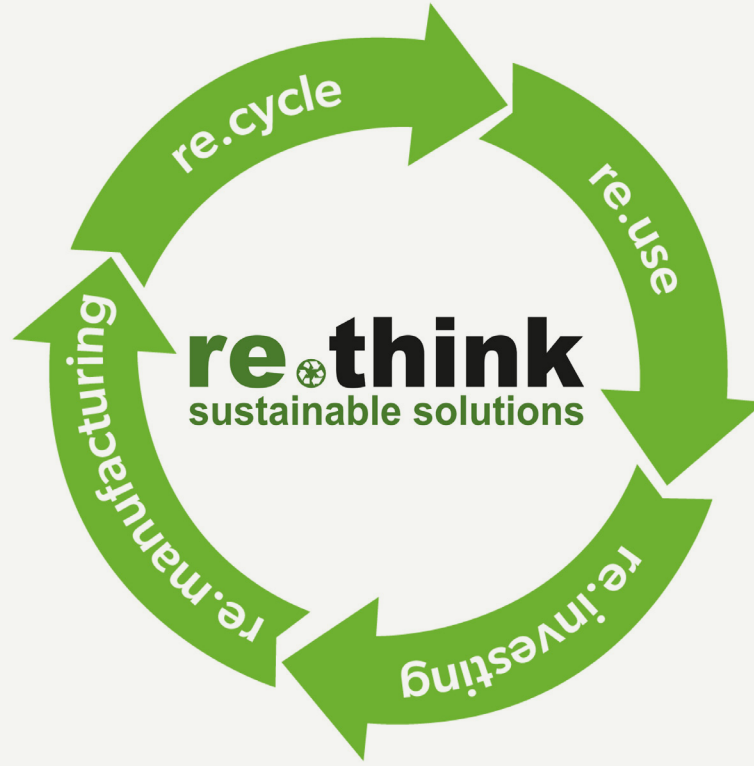
# re.think.

**Like many, we are hot on sustainability. Unlike many, we provide a complete, sustainable waste management service on top of everything else. Through re.think, we recycle or reuse both waste packaging and old office furniture, regardless if it belonged to us originally - because we don't want to just reduce our own carbon footprint, but yours too.**

Re.think provides our customers with an easy-to-access, hassle-free, and low-cost way to dispose of waste; we handle collection, processing, and sustainable disposal, so –our dealers' hands can be free to handle everything else.



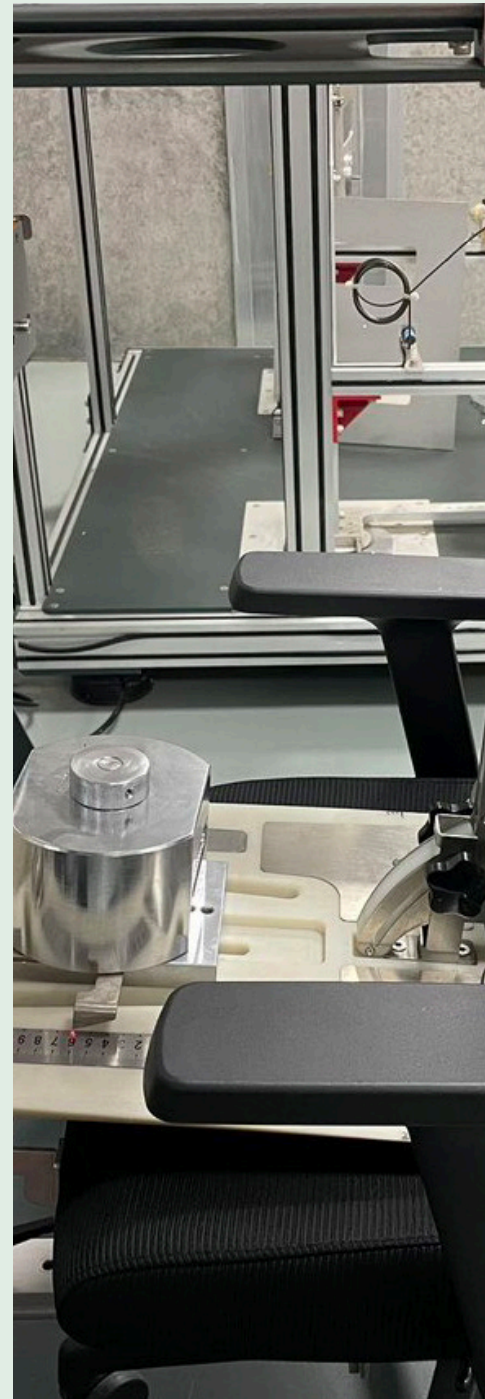


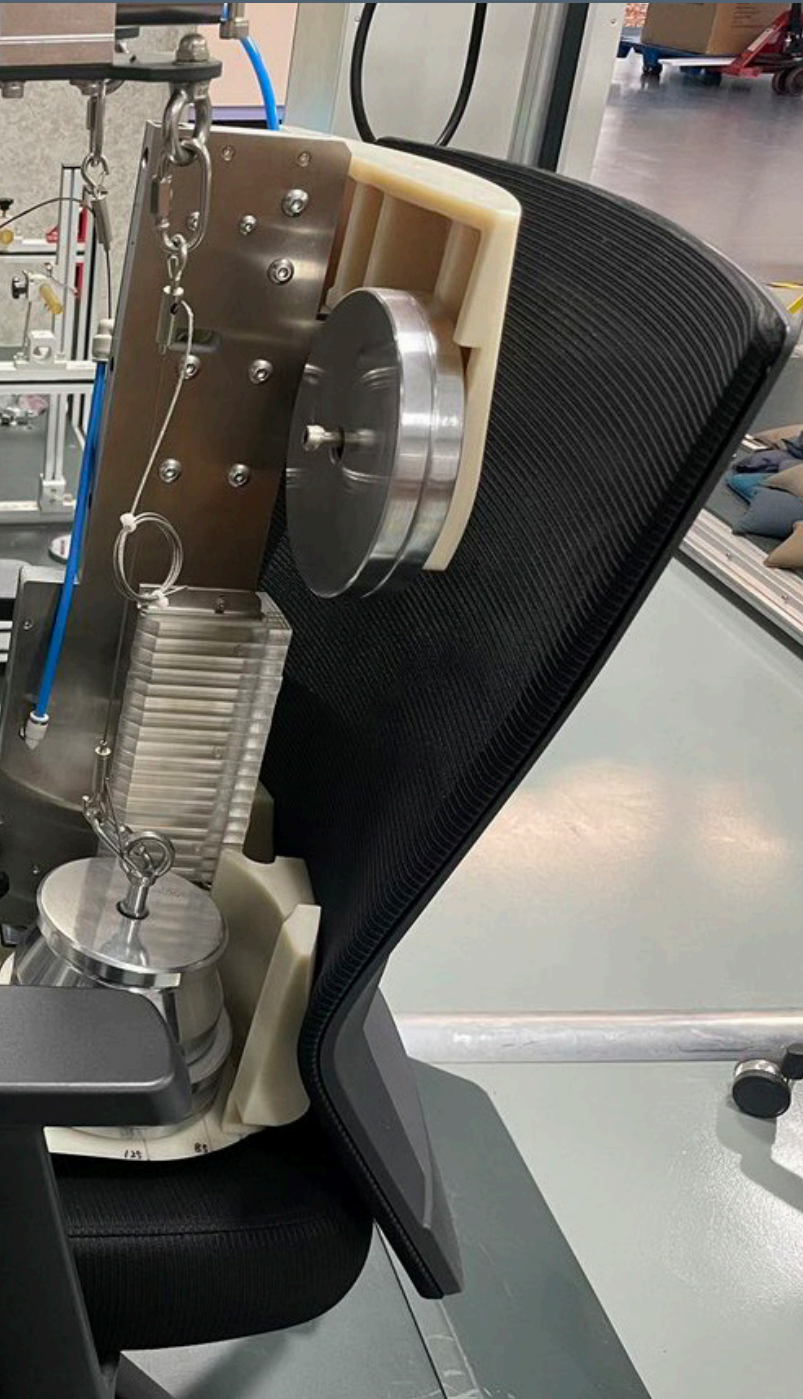




The mark of responsible forestry

FSC® certified products available on request



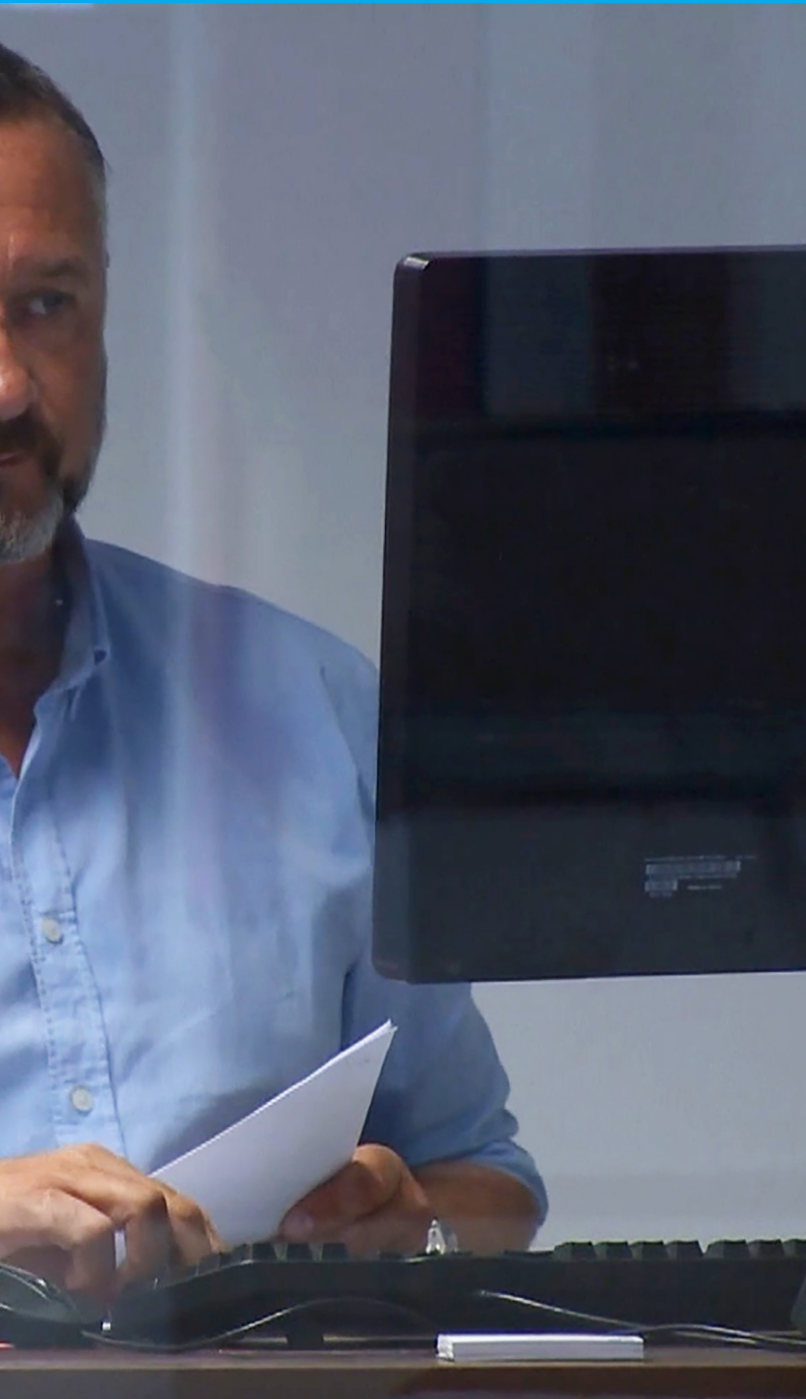


# We Set The Bar *High.*

**We're committed to excellence in every aspect of our business, and regularly take on external assessments and certifications in order to ensure we're doing it right.**

This includes rigorous testing of our products and procedures to make sure they meet the highest standards.





# You're In Good Hands.

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Whatever the stage of your customer journey, we'll make sure that you're fully informed and up-to-date with any information you may need. Our service doesn't end with the sale – from order to delivery and beyond, we take care of you.

Along with an extensive, in-depth customer portal, packed with product and delivery information, you have consistent access to our dedicated, experienced Customer Care team, whose primary goal is to ensure you have everything you need.





# You'll Be In The *Know*.

Combining over 55 years of heritage with the knowledge and expertise of our 380+ employees, we know what makes the industry tick.

We stay hot on the heels of industry trends, taking note of fluctuations in modern workplace culture to ensure your business is best positioned to meet the needs of your customers.



**We're A  
*Trusted* Partner.**



**We hope this book has given you a greater understanding of just some of the areas we can help support you, our valued customer.**

**Dams we will never stop striving to continue to provide you with innovative product designs, supported with market leading services with a focus on value.**

**This is not the end, it's only the beginning...**

**Thank You.**



# Get In Touch.

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