

Dalcy

FURNITURE



14th April 2007

Mike Smith
Retail Buyer
Harrods
London
W1 ABC

Take stock of the Dalcy difference

Dear Mike

Have your customers experienced the top quality distinction of Dalcy Furniture? Have they seen the excellent craftsmanship first hand, felt the refined leather upholstery and relaxed into the luxurious spring supported cushion system?

The opportunity to stock Dalcy Furniture is now in store. Our premier quality armchairs, sofas and recliners come in a stylish range of modern, classic and contemporary designs, and are aimed at discerning buyers in the middle to high end of the market.

Manufactured to the highest standards using selected hard woods, cow hide and high-density foam, superb comfort and lumber support are built in from the start. All our products are finished with a flourish too, with non-sag cushions and durable sealing systems a standard feature.

Unlike other Asian furniture manufacturers, Dalcy's commitment to quality sets us apart from less refined alternatives from China and similar markets. Our attention to detail, modern factory facilities and highly trained workforce make for strong, reliable construction throughout our ranges. While our focus on research and development means our furniture design and construction processes are constantly being updated.

Currently exporting our innovative and well made products to major private retailers in the USA, Ireland, Australia, New Zealand, Singapore and Belgium, we are now looking to market the Dalcy range in the UK.

Proud of the long-standing and positive relationships we have nurtured with global retailers, we would welcome the chance of working with you to bring Dalcy Furniture to the UK consumer. Not only can we deliver a superb product range, but we can also offer customer care and delivery assurances to all long-term partners, plus excellent discount packages on large orders.

To discuss the many benefits of stocking Dalcy Furniture, I would like to meet with you to outline our retailer opportunities in the UK. I'm available at any time to suit your diary, and will call in the next few days to confirm a possible date.

Kind regards

Susanna Martin
Sole Agent, Dalcy UK

PS - Bulk order discounts are available to long-term partners!

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Building on quality

Born in Malaysia and with a family history of owning and running successful companies there, I never ceased to be impressed by the ingenuity, work ethic and industrial prowess of Dalcy's home manufacturing base.

A country very much in the ascendance when it comes to efficient production facilities and an intelligent, skilled workforce, Malaysia is the perfect location for Dalcy's new modern factory headquarters.

Established in 1997, Dalcy has quickly grown into a major player in the Malaysian furniture industry, and has set itself apart for the high quality of its products, stability of its management team, inspiring product design and export expertise.



Customer Care

With retail clients in the major world markets of the USA, Ireland, Australia, New Zealand, Singapore and Belgium - Dalcy Furniture is keen to build lucrative partnerships across the globe. Our aim is to now expand into the exciting UK furniture market.

Dalcy thrives on the positive long-term relationships it has established with retailers, and treats customer care issues as top priority. To this end, we offer excellent customer care and delivery assurances to all long-term partners, plus discount packages on large orders.

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