There has never been a better time for retailers to stock audio visual furniture. A summer of sport, including the Olympic Games, Euro 2012 and the annual Wimbledon championship, plus the numerous events surrounding the Queen’s Diamond Jubilee will almost guarantee a rise in big screen television sales and stands to accommodate them.

BDI at Optimum International offers a vast range of stylish and functional audio visual cabinets including the Marina stand, which is a fresh approach to a retro classic. The sleek Marina is full of hidden features and integrated storage. The tinted glass doors keep components protected and organised and are compatible with infrared-remote controls. The hidden wheels are for ease of movement, and the flow-through ventilation keeps the components cool. Furthermore, the lower centre compartment features a flip-down door for easy access. The Marina stand is available in a white and black high gloss finish.

WWW.OPTIMUMINTERNATIONAL.CO.UK
**Floyd by AMX Design**

The Floyd by AMX Design is from the recently launched AMX Life in Motion range, which offers multiple options of motion seating. It is available as a manual or power-assisted model but can also be fitted with the new sensor touch recline system – which is discreetly located on the sides of the seat cushion, ensuring the need for unobtrusive levers, handles and buttons normally situated on the outside arm. Customers can also uprade to the new Java sensor touch docking station, allowing the user to play music from their personal devices. Floyd is available in double-tumbled European fabrics, Italian leather or combinations of the two.

**Rubix Media Centre from Caxton**

With sales of flat-screen TVs increasing rapidly, furniture design is also changing fast to accommodate this new technology, leading to some exciting and innovative solutions. Take the new Rubix media centre by Caxton. This entertainment set supports a flat-screen TV while providing the perfect answer to all those DVDs with discreet storage around the sides. Available in white, black and capuccino, this cool, clean mirrored surfaces of the high-gloss Rubix collection perfectly complement today’s lifestyles, and at a much lower price point than would be expected given the decidedly up-market finish.

**Starlight Cube by Noile Delbrück**

Starlight Cube is part of the CasaVida collection from German manufacturer Noile Delbrück. Each cube is embellished with Swarovski crystal handles. CasaVida has a glass top made of sturdy 8mm-thick clear glass for audio visual components up to 40kgs in weight. A CD drawer with four dividers is also available offering space for 60 CDs. It is shown in a black high gloss finish with a white carcass, but it is also available in grey, aubergine and white lacquer finishes with a white carcase, but it is also available in grey, aubergine and white lacquer finishes with a white carcase, but it is also available in grey, aubergine and white lacquer finishes.

**Horizon by Off-The-Wall**

Horizon by Off-The-Wall is a subtle but striking design, with its gently curved aperture floating effortlessly off the floor. Its free flowing shape outlines a practical space where AV units can be placed side-by-side or stacked on top of each other. Slim forms and the unit has shelf space for three TVs. Three solid oak drawers provide fantastic storage and the unit has shelf space for three pieces of equipment side-by-side. The Horizon stand is one of more than 15 matching pieces within the Olympian range, including tables, kitchen dressers, sideboards and display cabinets. The complete Olympian range can be viewed at the company’s website.

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**AMX**

The AMX Life in Motion range is a new line of motion seating designed to suit the needs of today’s home. The range includes a range of manual and power-assisted models, as well as options for motion control, including sensor touch, which makes it easy to recline and relax. The design is contemporary and functional, with a focus on comfort and ease of use.

**Caxton**

Caxton is a company that specializes in the design and manufacture of home entertainment furniture. The Rubix media centre is a perfect example of their work, with its sleek, modern design and practical features.

**CasaVida**

CasaVida is a furniture range that is known for its high-quality products and innovative designs. The Starlight Cube is a great example of this, with its unique design and high-quality materials.

**Off-The-Wall**

Off-The-Wall is a company that specializes in the design and manufacture of home entertainment furniture. The Horizon stand is a great example of their work, with its modern design and practical features.
WE ASK EVERYBODY

10 QUESTIONS

TOM SCHNEIDER, FOUNDER OF TOM SCHNEIDER

QUESTION ONE
HOW HAS BUSINESS BEEN OVER THE PAST FEW MONTHS?
It’s still tough out there, but the past few months have shown some encouraging signs. We are quietly confident in a coming upturn, certainly for our business.

QUESTION TWO
WHAT NEW PRODUCTS HAVE YOU LAUNCHED RECENTLY?
We have launched several new designs including two new dining sets, a luxurious sofa, a gorgeous lounge chair and a unique TV media wall unit.

QUESTION THREE
WHICH OF YOUR PRODUCTS ARE YOU SEEING THE MOST INTEREST FROM RETAILERS AT THE MOMENT?
Of all these new designs, the most popular is the Atlas dining table and Embrace chairs, which are fast becoming our best selling dining set.

QUESTION FOUR
WHAT IS YOUR FOCUS FOR THE COMING MONTHS?
We are extremely excited to be launching a brand new area of our business called ‘Living by Tom Schneider’. These are completely new ranges offered at highly commercial price points, but with the quality associated with Tom Schneider. They are offered in oak and will be available from June. These new products will be launched from our mobile showroom. Agents Graeme Thomson (for Scotland) and Paul Irwin (for England and Wales) will be contacting all our key retailers.

QUESTION FIVE
WHAT TIPS CAN YOU GIVE TO RETAILERS?
I believe it is very important for shops to keep their displays fresh and up-to-date with the latest designs. This is especially important for returning customers that always want to see what’s new.

QUESTION SIX
WHAT DO YOU ENVISAGE BEING A PROBLEM IN 2012?
Increases in material and fuel prices will continue to make our life more difficult.

QUESTION SEVEN
WHAT ARE YOUR PROJECTIONS FOR THE UK FURNITURE MARKET?
I think we are seeing a return to European produced furniture, not least because of the rising costs of products made in China and the massive increases in shipping costs. Many large retailers are already searching for European factories.

QUESTION EIGHT
WHAT PLANS DO YOU HAVE IN THE PIPELINE?
We have lots of plans for both our TS collections and new living collection. We will also be offering exclusively designed ranges for both independent and group customers. We offer total exclusivity and simply ask that they support us by promoting that exclusive line.

QUESTION NINE
WHAT DO YOU THINK THE KEY TO SUCCESS IS IN THESE UNCERTAIN TIMES?
It is important to provide something different that stands out from the crowd. We believe we have that product. In addition, it is essential to be adaptable and flexible. We have found that our bespoke service has not suffered in the downturn. I think those people that really want something specific are not going to wait until things get better.

QUESTION TEN
HOW IS THE COMPANY SUPPORTING ITS RETAILERS DURING THIS DIFFICULT TIME?
We have always worked very closely with all of our retailers. We offer sale discounts and promotions and we welcome ideas from those retailers that know what works best for them. We are happy to be flexible and consider any ideas that will help to gain new business.

WWW.TOMSCHNEIDER.CO.UK