

**An Easy Way To Increase Profits
- repair range has significant impact at Designer Pine -**

Designer Pine of Barnsley has expanded its business and has put 30% on the bottom line since taking on board the Briwax Professional woodgrain and colour repair range.

Darren and Paul Allen opened Designer Pine in 1999 as a retail outlet but, as Darren explained, "Three factors led us to look more into the repair and restoration side of the business. Firstly, the furniture we bought in for finishing here before sale inevitably sustained minor damage now and then in transit – this work had to be sub-contracted. We also won contracts to finish fitted kitchens after installation and, as a result, started to get enquiries about repair and restoration work on older pieces."

Having heard about Briwax Professional, they took advantage of the special training course and haven't looked back since. Darren added, "It was a new area for us and I was very impressed with how easy it is to use and the extremely effective results. We bought a kit and immediately began to increase business. Within twelve months we have gained a 30% increase in profits."

Designer Pine can now assure retail customers that a repair service is available to restore any damage which occurs in the home and this has proved a great selling point. In addition, the company no longer needs to outsource any repair business and has also established a growing reputation in antique restoration.

Although the business was built on pine furniture, the company now deals with a whole range of different coloured hard and rain forest woods and many different colour finishes. "There are both soft and hard waxes in the range and all in a comprehensive range of colours," continued Darren, "I only wish it had been around when we started out three years ago."

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