

The New Image & Easy Style Experience 2013



**FROM CONCEPT
TO CREATION**

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The service we pride ourselves on

We are a small business based in mid Cornwall who has had the privilege over the past 11 years to have worked with some of Cornwall's finest businesses both large and small.

A large part of our work has been gained through word of mouth, and repeat business from, what we can only assume, are happy customers!

Our range of services has developed over the years. We started out as a shopfitting and sign making manufacture and installation company working all over Cornwall in the name of **New Image Signs & Shopfitting**. We then added a second string to our bow six years ago, **Easy Style**, and have been supplying quality contract furniture at very competitive prices and have a full range of catalogues covering everything you would need to refurbish your premises, whether you are a hotel, guest house, holiday cottages, cafe, pub, restaurant or bar. New for 2013, **Easy Style Flooring** can now sell contract quality flooring and carpets for all your commercial needs.

We provide furniture, lighting, bedding, linens, soft furnishings and flooring sourced from various British manufacturers and reliable importers and within this portfolio you will see a small selection of the varied and challenging bespoke work the partnership has undertaken over recent years.

We are a fairly unique company in that we can help you through the process of your project from planning, interior design, refurbishment, logo design and signage to supplying the flooring and furniture, window dressings, soft furnishings and more. We have twenty years of experience to impart and will do our utmost to see that the project you dream of is of the standard you expect!

- Small team of experienced local staff - the same friendly person to deal with any queries.
- Dedicated Customer Adviser 'out and about' visiting customers throughout Cornwall!
- Flexible working times - evening and weekend appointments.
- Accurate refit quotations - no "estimates" with extras added on, the price you are given is the price put on your invoice.
- Our customers are the most important people in our business and our good reputation is our most valued asset.

What our customers have to say

"We have found Kevin and Andrea of Easy Style to be extremely helpful and accommodating. Their infectious enthusiasm and creative, personal service has provided us with a one-stop shop for furnishing and equipping our luxury lodges".
Peter & Liz Heywood, Trewince Manor, Portscatho.

"I am very happy with the service you always provide - always there when I need your help! I look forward to doing more business with you in the future".
Mr M Choudhury, Anglo Asia Restaurant, Helston.

"Having decided in 2009 that our Freehouse & Restaurant required a revamp to keep ahead of the game, it was vital we had professional advice to help us achieve our theme, style and comfort. I specifically wanted a local firm who we could liaise closely with and get a feel for business and our local area. Fortunately I came across Easy Style! Great attention for detail, always available to assist and expert guidance and advice in all aspects. So nice to receive a professional and personal level of service"
Mr P Lafferty, The Britannia Inn, Par.

"We have been doing business with New Image & Easy Style for well over six years and we have an excellent good working relationship with them, their innovative designs and quality sign build has proved invaluable to our businesses and the personal touch and flexibility offered ensures as little disruption to our trade as possible. Kevin & Andrea Weller are extremely nice people to work with, a very reliable company which we can highly recommend".
Bill & Angela Behenna, Harbouside, Mevagissey.

And so on and so on!

Take a look, give us a try.

Phone 01872 530477 for our catalogues or to make an appointment.

Ponsmere Hotel

Perranporth

New Reception Area

Pete & Lynn Batchelor, Owners. “ We were very pleased with the service and advice we received from New Image & Easy Style in the refurbishment of the reception area. Right through from initial meetings on site through to the ideas and sketches of the project and finally to the actual carrying out of the work, nothing was too much trouble and we are absolutely delighted with the final result! We are definitely going to use them again in our next forthcoming project”

The customer brief was to update their large hotel reception area to make it modern, comfortable, reflect their closeness to the beach, and a place where all age groups would be happy to spend time.

The large reception area was given a bold colour feature wall and vibrant fabrics for furniture and curtains. Lampshades were made to pick out the curtain colours. A new Karndean floor was laid and modern two seater sofas and chairs made a more intimate seating arrangement.

The reception front was finished in weathered oak with all new signage for the reception and in-house hair salon. Notice boards were made to look like driftwood pieces and natural, Cornish manufactured, pebble lamps were the finishing touch.



The Britannia Inn

Par

Phase 1 - Extension & Refurbishment of existing restaurant.

The pub restaurant was extended and refurbished to give a modern, comfortable dining area with a separate coffee lounge/meet and greet point which would appeal to both the young and “older” clientele. Care had to be taken to make the large area interesting and move away from the “canteen” look that very often applies to large dining rooms.

We planned the layout of the restaurant to accommodate as many covers as possible, whilst using square and round solid oak tables to give interest, with a 50/50 supply of leather and fabric high-backed side chairs.

The large windows in the dining room were dressed with roman blinds and drapes made from Alhambra fabrics, and roman blinds were made up for the small windows in the reception area - off-cuts were used for cushion covers to dress the leather sofas supplied. Feature lamp shades and wall panels were made from the same Alhambra fabric range to compliment the window dressings.

In the pub bar itself some new poseur tables and leather bar stools were supplied to break the visual impact into different seating areas.

In 2012 we were again involved in a new project for the main bar and an extension to the existing function room. We supplied faux leather sofas to provide a soft seating area in the bar with new tables and dining chairs for the function room.



The Britannia Inn

Phase 2 - New bedroom fit-outs

As part of the 2012 extension project, 4 new bedrooms had a complete furniture and furnishings package. Solid oak bedroom furniture with contract quality divan beds and solid oak headboards, along with sofa beds were supplied. Curtains and blinds were chosen with co-ordinating bed throws and cushions to dress the beds. Our best quality linens and anti-allergenic pillows and duvets were used to ensure the best nights sleep for the guests! We have read the visitors book - Amazing!

We would like to congratulate the Britannia on achieving a 4* rating following the project.



Rosehill Lodge

Porthtowan

New build 5 star award winning holiday lodges.

John & Pauline Barrow, Owners. *"A one stop shop! Excellent advice and guidance. Great after sales care. Full support through the project along with a one to one professional service."*

The 10 holiday lodges were erected in 2 phases and comprise Eco friendly, quality built log cabins set in a beautiful wooded valley close to the beach.

We were asked for our input early in their development, to plan out and provide all furniture, window dressings, duvets, pillows, bed linens and soft furnishings.

Oiled oak furniture from renewable European sources was installed throughout, with English manufactured sofas and armchairs, adapted in size to suit the available space, and upholstered in our customers choice of faux leather from the Sunbury and Panaz Fabric ranges. Bespoke oak corner wardrobes were manufactured in-house.

Non-allergenic duvets and pillows with quality cotton bed linens and bespoke bed runners gave a luxury feel to the beds.



Ocean Blue

Treyarnon Bay, Padstow

New Build holiday apartment complex

Luxury holiday apartments overlooking the beach, these are modern, light and spacious with a feel of the Mediterranean. We worked closely with the developers to plan the layouts and provide all furniture, soft furnishings, bed linens and duvets/pillows for 15 of the apartments. The lounges now have oak furniture, some of it lime-finished by our in-house team and English manufactured sofas upholstered in fabric from our wide range of faux leathers. Panel blinds in the lounge areas were made using Alhambra fabrics which are very vibrant and eye-catching and we made roman and roller blinds along with cushion covers from the same range, to tie all the soft furnishings together on the ground floors.

The bedrooms again have oak furniture and bed frames with contract quality mattresses, Egyptian cotton bed linens and sumptuous microfibre duvets and pillows. Curtains in these rooms were from our ready-made range, as were many of the bed throws and to help keep the cost down, the bedroom tub chairs were chosen upholstered in stock fabrics. Luxury 650g towels were supplied along with logo embroidered bathrobes and towelling slippers. All weather outdoor furniture and parasols were supplied for the patios.



Anglo Asia

Helston

Refurbishment of existing Indian restaurant

Working as the owner's agent, we supplied drawings and scaled plans to submit for planning and building regs approval. Work started by completely gutting the premises and replacing the windows and shop front. New toilets, new flooring, ceilings and re-lining the walls followed. Upstairs, air conditioning units were installed, a stainless steel and etched glass balustrade and new bespoke window drapes. While the interior was being re-painted work started at our factory on the new, very individual bar - Indian dancing girls made out of fibreglass and finished to look like sandstone temple figures. Chandeliers and LED lighting were used to great effect in the ceiling recess and window bays along with etched glass vinyl logos on window panes. Fitted seating, tables and dining chairs were supplied and outside, a new fascia was erected with stainless steel letters and the front finished with digitally printed blinds.



Little India

Penzance

A complete new build from existing take-away to seated restaurant.

Our existing customer wanted to open a top-class Indian Restaurant in Penzance. As usual we were involved from the planning stage and worked as his agent to get his planning application approved. We then project managed the build to make sure of compliance to current building regulations. Our shop fitting team gutted the premises, pulled down the old shop front and replaced with new walls, windows and fascia. New stainless steel lettering and logos make up the exterior fascia signs with trough lighting illumination which complied with the strict planning requirements for Penzance.

Inside we oversaw the installation of new toilets and kitchen area.

We manufactured and fitted a new tiled effect bar, built partitions, applied paint effects and put up interior signage.

The décor is neutral, but to bring out the "Taste of India" and create the right ambience, we sourced modern, vivid portrait photographs which were blown up and made into canvas art prints to adorn the walls.

Mr M Choudhury, Anglo Asia & Little India Restaurants.

"I am very happy with the service you always provide - always there when I need your help! I look forward to doing more business with you in the future".



Amethyst Restaurant

Truro

A new restaurant in the heart of the city

Melanie Evans, Partner Amethyst Restaurant, Wreckers Restaurant & Quay West. *“If you are looking for something wildly creative, madcap, kooky, completley bespoke, the sort of thing others tell you is impossible..... these are the guys you are looking for...!”*

This restaurant, in New Bridge Street, is fast becoming the foodies haunt for Truro since opening its doors for business in December 2011.

We were able to work with our customer to fully design the interior, source materials and build to the highest standard.

A restaurant/bar where the ambiance and style reflects “Parisienne Chic” of the early 1900’s with Tiffany wall and ceiling lights and hand-made Georgian wall panelling and decorative oiled oak mouldings throughout.

Furnished with fitted seating and matching dining chairs, complimented by bespoke fabric armchairs and a sofa.

The tabletops are solid 40mm thick in bespoke sizes, which we supplied at a fraction of the usual cost by cutting down solid oak worktops, sanded and oiled in our factory.

Attention to detail is paramount for a great dining experience.



Wreckers Restaurant

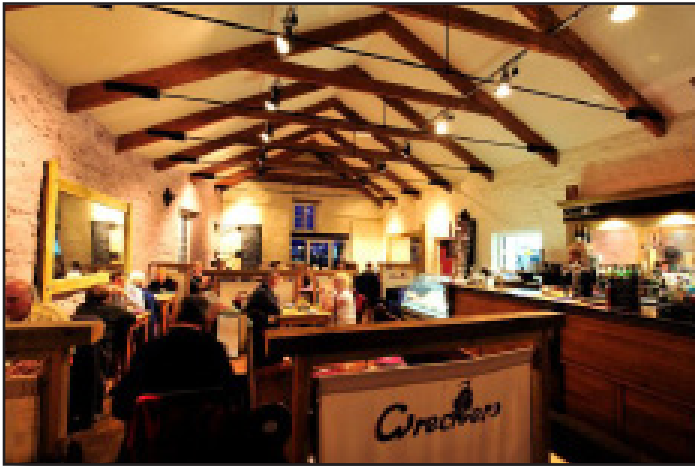
Charlestown

New Bar & Restaurant

The inside of this restaurant on the harbour in Charlestown has been designed to give the Robinson Crusoe feel!

We constructed the bar in oak with corbels and mouldings reminiscent of a galleon with rigging above the bar. Rough timber room dividers were manufactured using tanalised planks and calico sail cloth with printed logos.

Outside signage again enhances the shipwreck theme.



Wheelhouse Restaurant

Mevagissey

New Bar, New look

The customer wanted to sell more local ales and spirits at this harbour side character themed restaurant, with Alfresco dining on the quayside in the summer and a snug place in winter. Using old, wormed timber and our usual flair we created a modern twist on an old theme and a winning combination. The Restaurant offers diners a second themed area upstairs, dining in style on a ship from the 1700's!



Phoenix Cinema

Falmouth

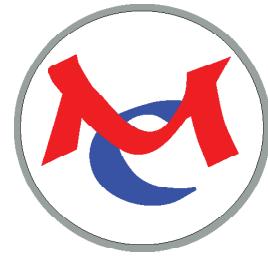
Award winning conversion of old Methodist chapel

We have worked closely with Merlin Cinemas for many years on the upkeep and new signage required for the 9 cinemas within the Merlin Group. We are very fortunate to be trusted to help design, build and install the exterior signs and the foyers inside. The Phoenix was a great challenge, such an old building and how to keep the character whilst changing so much?

It was decided to make a feature of the stone arch detail and attach a double arched canopy to the outside of the building. The feature window above has had the red and blue of the Merlin cinemas logo applied to the new glass, and as the upstairs bar area sits behind the window, it becomes even more impressive at night when lit from the inside.

Interior work carried out by New Image included the new bar manufacture and fit and all the red fitted furniture and tables upstairs. The two 2.5m drop chandeliers that fit in the ceiling void and hang over the stairs were also supplied by us. The Phoenix has a licensed screen where you can eat and drink sitting comfortably in bespoke sofas manufactured to suit the tiered levels of the screen and enable the maximum number of viewers. These are comfortable, durable and manufactured with a reinforced arm to take the table brackets.





“We have worked with New Image and EasyStyle many times over several years, they interpreted our design requirements brilliantly and supply many of the varied ingredients of the projects we undertake, as a one stop shop”!

Geoff Greaves, Director Merlin Cinemas



Regal Cinema

Redruth

Complete new foyer and Art Deco façade.

We are very proud of this project which is a part of our ongoing work with Merlin Cinemas. The new façade involved stainless steel fascia signs, lit displays and neon and LED lighting. Inside we kept the Art Deco theme of the circular ceiling and floor decoration with the design, manufacture and installation of a very modern, curved fronted, ash and stainless steel ticket sales counter with a dark quartz effect Avonite counter top moulded to suit. Popcorn machines, chiller cabinets, ice cream freezers and a sweet sales unit were incorporated throughout the length of the bar. The suspended stainless steel pelmet was a challenge, but well worth the effect it creates. Lots of discreet lighting adds to the glitz and razzmatazz associated with “the silver screen”!



Glass house

Wadebridge

Modern Bistro/Restaurant refurbishment

The premises housing this restaurant has 3 sides of glass looking out onto the street and the owners wanted to soften the feel of the restaurant and give it a more private aspect. The coffee area was made using a raised floor to define the area and soft fitted lounge seating with low tables and matching scatter cushions and wall hangings.



The vast expanse of glass had free-running panel blinds hung to give privacy to the customers and colour from the street whilst still allowing the natural light in. We then manufactured thick oak tabletops and oak clad bases and supplied oak chairs from Italy with fitted seating in the restaurant area upholstered in contrasting faux leather.

In 2012 we were pleased to provide the new owners with further tables and armchairs to enhance the raised fitted seating area.



Ice cream shop

Mevagissey

Refurbishment of an ice cream & sweet shop on the harbour front

The customer here wanted to utilise the space better and create a more modern vibe. A new layout was designed creating two separate selling areas, plus a new funky counter built and fitted to accommodate the ice cream freezers. Finished in a funky blue wave vinyl and mirrored back bar, along with a 'steam punk' bubble machine, a truly unique ice cream parlour was born! An SM France high table and 4 stools were added to create some inside seating offering some bad weather relief!



Regents Cafe

The Lizard

Refurbishment of existing cafe.

The rather dated interior needed updating to encourage the coffee culture customers in for a coffee and a cake as well as the diminishing custom from coach parties.

A complete new counter with a curved coffee serving area was created from solid wood and modern laminate. Glass display cabinets show off the delicious home made cakes and colour-wash lighting draws the eye.

Outside, new window graphics and etched glass vinyls give the customers privacy without cutting out the light.



T in Tagel cafe

Tintagel

Complete design and refit of existing cafe

This small cafe on the main road needed to get noticed. Large banner flags and a bold new fascia attracts cutomers from down the street and the large windows show off the raspberry coloured, eye catching counter inside. Glass pendant lights over and a colour wash on the front of the counter make for a smart modern look. The cafe furniture is natural oak and lightweight so can be reconfigured easily. The flower theme is both reflected inside and out.



Cornwall College

Camborne

New Reception Area in main building.

The college wanted a wave design to be evident throughout the new reception area, and the receptionists obviously needed different areas for specific work details. It was also important to provide access to the reception desk for wheelchair use. We worked at building a bespoke size, water resistant counter carcass finished with metal laminates for durability on the lower parts and Avonite sheets to give the coloured, wave effect on the top of the desk and surrounding features. Solid oak and oak veneered panels were used and different work stations were built, specific to the individual's requirements and then the TV/computer monitor and seating area came last.

We have also supplied sofas, chairs, tables, laminate tabletops and modular seating for other areas within the grounds - the students Union Bar, the Penhaligon Restaurant and the Duchy College site.



The Mounts Bay Inn

Mullion

Update of existing pub/restaurant interior

Our customer requested an update for their successful pub which has a large dining area. We designed a new bar front using wood veneers with a solid oak top along with a new back bar with LED down lights. Walls were panelled with T & G and repainted. New drum lights now feature in the dining area using the same fabric as the bespoke curtains in the main bar. A new service point was created to service the dining area and the entrance lobby is now bright and inviting.



Steve Andrews Tyres

St Austell

Supply of shop fittings and conference seating for new enlarged premises.

Steve Andrews, Managing Director. *“Its those times when you know what design you want but cant seem to get it! Our Easy Style Experience brought it all together for us, at out reception and conference room, and more so to our hearts for complete satisfaction. Well done Easy Style and see you on our next refurbishments.”*



Zen Nail & Beauty Salon

Redruth

Conversion from café to beauty salon

Black and silver feature wallpaper, designer lighting and new sales counter with glass display cabinets have transformed the traditional interior of this Victorian building into a classy multifunctional beauty salon.



Asher Indian Restaurant

Falmouth

Complete refurbishment of an existing first floor restaurant.

An existing restaurant in the centre of this busy town which needed to be noticed. As the restaurant is on the first floor, a greater presence was needed at ground level to attract customers, so we supplied and fitted a new facade with pillars and porch to focus attention on the entrance and all new signage.

In the restaurant, new bold colours were introduced, screens to divide the area were manufactured and dancing girl panels put on the feature walls. Large drum lampshades in modern fabric are now an added feature in the dining areas.

Upstairs, new bold colours, lighting, bar and feature panels has created an up-market intimate dining experience.





PENZANCE



NEWQUAY



NEWQUAY



MEVAGISSEY



MEVAGISSEY



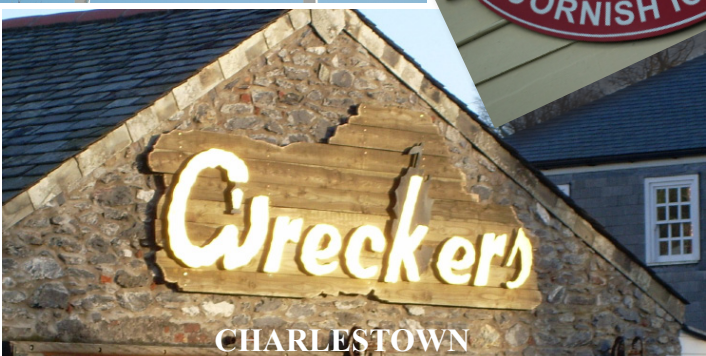
BUDE



PROBUS



NEWQUAY

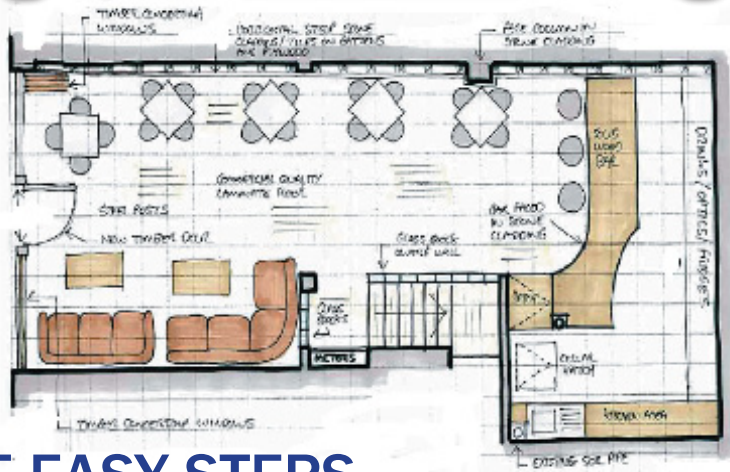


CHARLESTOWN



WADEBRIDGE

Plans, Drawings, Interior Design



THREE EASY STEPS

STEP 1 - FREE of CHARGE first site visit.

Advice, suggestions and simple sketches while we talk through your project to help you visualise your ideas. We carry many samples of the materials that can be used throughout a new project - wood veneers, mouldings, laminates Avonite & Granite, wall panelling, wallpapers and fabrics

STEP 2 - LAYOUTS & DRAWINGS

If you require, we can then take measurements and provide detailed layouts to maximise the available space, or drawings for planning applications etc.

STEP 3 - FULLY DETAILED QUOTATION WITH NO OBLIGATION & NO PRESSURE!

We do not believe in giving our customers "estimates" for work, we believe that you need to know the full costs for budgeting purposes. Our quotations cover your entire project - all labour and materials down to the last nut and bolt.

APPOINTMENTS CAN BE MADE OUT OF WORKING HOURS IF REQUIRED.
FRIENDLY EXPERIENCED STAFF

