

Bespoke

Winter 2011

classicfolios
Binding Relationships



Welcome

One of Derren Brown's recent, and arguably most interesting shows, saw him convince an entire town that a statue of a dog, which had been there for years, was in fact lucky.

What was really intriguing was how these whispers grew into rumour and common knowledge, and how he got a community talking and believing.

Whilst the whispers of economic downturn continue to rumble on, if we all stopped spending, investing and developing, these whispers could fabricate into more. On one hand, there is constant economic doom and gloom, but this year is proving to be Classic Folios' best yet, with steady growth in order numbers (from new and existing clients) and staffing levels that indicate otherwise.

Thank you so much for making this happen, and sticking with us through the tough times. We wish you a very happy Christmas and continued prosperity into 2012 and beyond.

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Introducing our newest team members

HomeFiles gets interactive

Improving our presence in marine sector

Knowledge Transfer Partnership

Celebrating an influx of orders from the capital

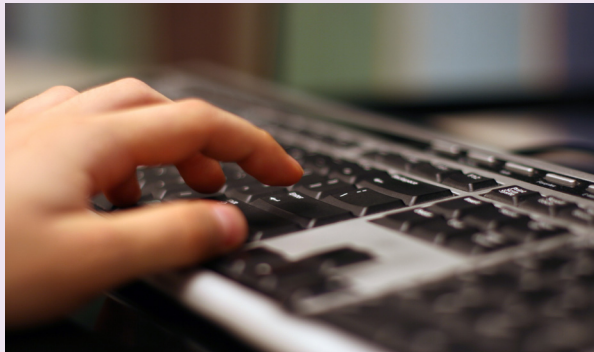
In this issue...

Five eco-homes built at Crest Nicholson's Noble Park development in Epsom, Surrey, are part of the research programme AIMC4, a study into the volume production of low carbon homes.

Detailed manuals are being researched, written and edited by Classic Folios, using input from Oxford Brookes University.

The bespoke user guides will be presented in EcoFolios (binders made from recycled materials) and, in conjunction with our interactive resident's portal, aim to ensure buyers make the best use of their home's environmental features and technologies.

Building to meet the Code for Sustainable Homes? Talk to us about Home User Guides that guarantee three credits.



HomeFiles Gets Interactive

Push technology, text messaging, video instructions and a smart phone application are just some of the new features planned for HomeFiles, our electronic product.

The system currently offers a secure web platform enabling developers and home buyers to access plot specific customer care documentation. For more information, please do drop us a line.

View Point

Classic Value #1

A culture of quality, consistency and attention to detail.

Walk the Talk: Every client benefits from our meticulous approach to manual authoring. The editorial team ensures manuals are automatically updated to reflect any legislative or industry changes, such as the introduction of smart meters.

Latest Testimonials

Thanks for all your hard work, and please pass on my thanks to your team!

*Redrow London
(4 Nov 2011)*

Received manuals – really pleased with them. Thanks for all your hard work!

*Mount Anvil
(3 Nov 2011)*

Did You Know...

If you are working on a particularly exclusive development and would like to present your completion manuals in a book format, we now offer a high quality book binding service. Contact us to see our premium package.

High Flying Colin Notches Up Ten Years Service

Classic Folios would like to say a huge thank you and congratulations to Colin Pascoe for ten years of enthusiastic service. To commemorate the occasion we've treated him to a hot air balloon ride!



Colin joined in 2001 and, following Amanda Crawley, is the second team member to reach the ten-year milestone.

He said: "I'm proud to have spent it at Classic Folios. It's a great company with fantastic values, and I enjoy working with the team."

Our presence in the marine sector continues to improve: a reflection of the dedication and attention to detail already experienced by our property developer clients.

Oyster Marine, Hunton Powerboats and Scorpion Ribs are the latest companies to choose our bespoke Folios, which are individually tailored to suit each company's corporate branding and content requirements.

A steady stream of enquiries from individual super yachts has also been a feature of 2011; everything from bound log-books and slip covers, to bespoke Folios for a whole range of marine documentation.

As with all our products, each MarineFolio is constructed using premium grade materials and hand crafted to ensure each item is prestigious and robust enough to last the life of the vessel.



Tim presents Samantha Leonard, Scorpion Ribs Marketing Executive, with a bespoke MarineFolio.

Expansion Through Learning



Ben Hickman - Dispatch



Ben joins as part of an apprenticeship in Warehouse & Storage with Brockenhurst College.

Catriona Smith - Editorial



Catriona joins the editorial team having graduated from Southampton University.

Richard Jones - Production



We have also recruited Richard, a Magazine Journalism graduate from Southampton Solent University.

Our housebuilder clients will soon see the benefits of our formal partnership with the University of Portsmouth, through the nationally renowned 'Knowledge Transfer Partnership' (KTP) programme.

Eric Cerneaz joined the company as an MBA postgraduate research associate, and is working collaboratively with KTP advisor Dr Vijay Vyas of Portsmouth University, to develop our electronic product and help steer the company's expansion and diversification plans.

Dr Vyas said, "In return for improving our business-related training and research, we aim to help Classic Folios reinvent itself to reach higher growth rates and other markets. Soon Classic Folios will be a brand recognised in this country and abroad."

Celebrating an influx of orders from the capital



2012 looks set to become our best year ever at Classic Folios. Volume orders have taken the value of work for the next 12 months to over £1m and resulted in the recruitment of three new team members. We've had a record number of enquiries from London-based homebuilders, signalling renewed confidence in the capital.

Continued business from long standing clients Berkeley Group, Hadley Homes and Ballymore Properties, as well as new orders from Redrow London and Mount Anvil, means we're optimistic that London will continue to be a key focus for us in 2012 and beyond.