

chord
striking design

CASE STUDY CASE STUDY CASE STUDY



M.A. LIVING
HANDCRAFTED BED FRAMES

COMPANY PROFILE

M.A. LIVING

Originally established by Mohammed Akbar, with the help and support of his wife Seema, M.A. Living is proud to still be a family-run force to be reckoned with. Today, the company is run by Mohammed's sons and daughters, and their Gomersal-based firm continues to thrive.

Arriving in the UK from Pakistan in 1975, Mohammed worked nights as a yarn-spinner in a bustling Yorkshire factory. On only a few hours' sleep, he lovingly repaired and recovered three-piece suites and bed-settees from his cellar at home.

Honing his upholstery skills over several years, he soon realised there was a gap in the market for beautifully upholstered headboards for divan bed manufacturers in Yorkshire. Before long, he'd set up a dedicated business to serve the handmade bed industry, supported by Seema. Alongside raising the couple's four children, Seema put her all into making buttons by hand, later spending time upholstering headboards in the factory.

M.A. Living might be located in the small, quiet West Yorkshire village of Gomersal, but step into their bustling workshop and you'll find it's an absolute hive of activity. Time-served upholsterers put love, care and attention to detail into each and every stitch of their bespoke furniture, crafting bedsteads, headboards and chairs by hand to ensure a customer's chosen piece more than meets their exact requirements.



THE PROBLEM

WHAT WAS MISSING

M.A. had grown considerably in size and service offer over the last few years leading up to our first meeting with the company. With a tired brand and an appearance that wasn't living up to their product's incredible quality, we knew we needed to help them refresh and rejuvenate the company.

For this, we proposed a full re-brand, a new website and of course graphic design assistance with all of their re-branded assets, such as product specification cards, stationery and exhibition assets.

Our aim for M.A. was simple. To deliver a brand that retailers would be proud to present on their shop floor, as well as love for its simplicity in presenting products to them. With both M.A. and Chord on the same page, the work began.



LOOKING BACK

THE OLD BRAND



MA LIVING BUILDS ON A LONG FAMILY HERITAGE OF QUALITY FURNITURE MADE IN THE UK
Building the highest quality beds, mattresses, headboards and furniture for prestigious clients.

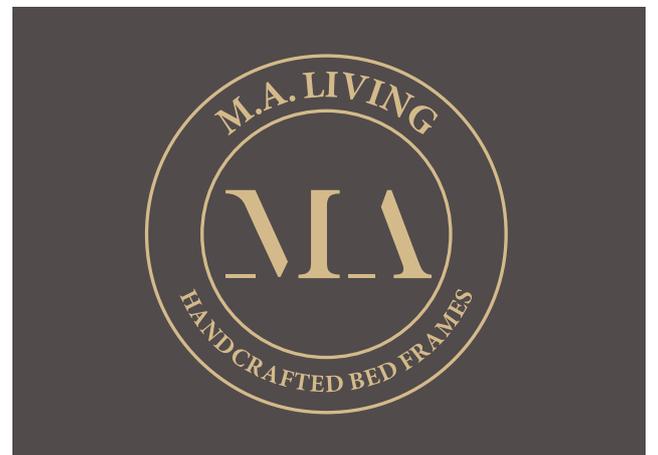
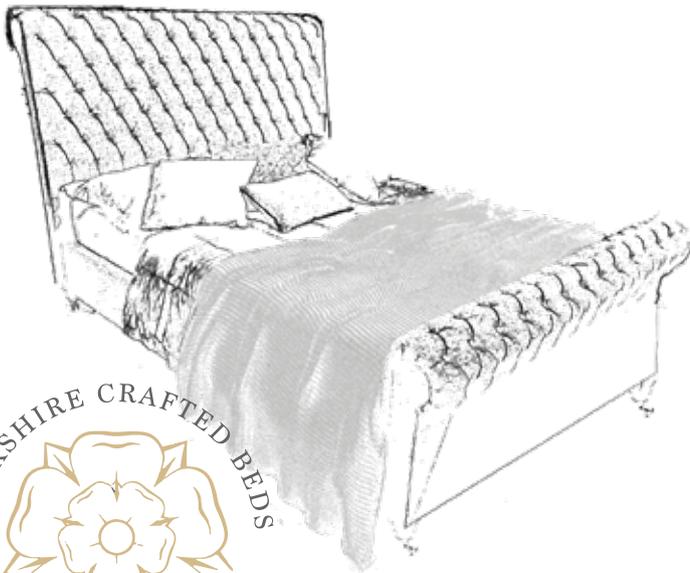


FEELIN' FRESH

THE NEW LOOK



M.A. LIVING
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KEY INGREDIENT

SPEC CARDS

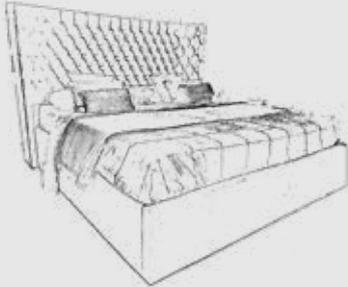
As any sales representative will tell you, people like to touch and feel before they buy. The same concept works when looking at product specifications. Chord helped M.A. design and produce gorgeous specification cards, which helped encourage more business from retailers big and small.



M.A. LIVING
HANDCRAFTED BED FRAMES

THE ATHINA

THE ATHINA
Displayed overleaf in Velvet Platinum fabric



Single
W: 112cm H: 150cm L: 215cm

Small Double
W: 143cm H: 150cm L: 215cm

Double
W: 158cm H: 150cm L: 215cm

Kingsize
W: 173cm H: 150cm L: 220cm

Super Kingsize
W: 204cm H: 150cm L: 220cm

ORDERING YOUR BED
Created with your personal specifications in mind, our range of beds offers the very best in British craftsmanship. We realise that everyone is different, too, which is why we offer a wealth of complementing options to make your bed perfect for you. We want to ensure your chosen piece of furniture more than meets your requirements, so if you've seen something you like in our swatch book, but you'd like to change the colour or the legs, that's no problem. Simply ask and we'll do the rest.

A Royal Night's Sleep Awaits...
Enjoy a royally good sleep on our beautifully-crafted Athina bed. Offering a striking design, this model features bold lines and unrivalled attention to detail. A true statement piece, it's a grand-looking bed which is bound to add interest to any space.

- Fits UK-standard mattresses and has an optional store-away base
- Handmade in Yorkshire for a high-quality finish
- Manufactured from materials sourced in the UK

all dimensions are approximate, please allow tolerance of +/- 3cm.

YORKSHIRE CRAFTED BEDS
EST 1985

For more information, visit www.maliving.co.uk

Contact us for more samples of specification sheets we have produced



WORTH THE EFFORT

THE RESULTS

We always tell our clients that our work is an investment, not an expense. In M.A.'s case, this has most certainly been the case.

With their new branding and product presentation, M.A. have enjoyed growing success in moving their products onto more shop floors across the UK. New customers have agreed to stock their products, with high profile stores also taking on models from M.A.

As well as gaining new clients, M.A. have seen a new confidence in their products from existing customers, with some now openly showing the M.A. branding in their showrooms.

You will most likely spot M.A. in the coming years at furniture exhibitions, where they are beginning to apply their new brand and further improve their brand exposure. With such a clean and crisp look, we just know retailers are going to love them!

WHAT ARE YOU WAITING FOR?

LET US HELP YOU!

Want to reinvent the look of your company and encourage more retailers to stock your products? We can help make you look the part.

We have experience working with some of the biggest UK suppliers, and we can help your company too.

Simply use the contact information overleaf to start the conversation today.



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