



# *Parlour Farm Kitchens*

*Traditional Solid Pine Bespoke Kitchens.*



## *The Arty Bit before the Nitty Gritty .*

The kitchen has always been the heart of every home, and as such it is regarded by many people as one of the most important rooms in the house. There exists a huge kitchen industry offering every conceivable combination of units and finishes you could wish for. In our opinion, however, using man-made and mass-produced materials removes much of the individual character and beauty of a kitchen.

*“It is now difficult to distinguish one mass produced kitchen from another.”*

Wood has a history - a life and a character of its own. Our solid wood kitchens are “living” kitchens at the heart of the home, and, depending on how they are finished, they can exude an individuality that cannot be found in kitchens made of synthetic materials. All our kitchen units are hand -made exclusively for you, and to your order. This catalogue demonstrates only a small sample of the variety that can be made, but may act as a focus for you to gather your thoughts on what you may be looking for.

*From contemporary, to old “character” cottage,  
our kitchens give you what you want:-  
a beautiful, distinguished, solid wood kitchen  
of unique character.*

There is no pre-defined formula that determines whether a fitted or unfitted kitchen is better suited to your needs. In our experience customers prefer a series of fitted units combined with traditional free-standing units, such as larder cupboards, Dressers or Butchers Blocks. This can then take advantage of all the facets that both types of kitchen offer.

## *Two Brothers, an old shed, a lorry and some sandpaper.*

Parlour Farm began in some converted pig sheds 7 years ago, funnily enough called Parlour Farm. The name stuck! (but nothing else we hasten to add!) Throughout this time we have developed and grown as a company based on a simple basic theory:- We are real people working here and we work hard. Our customers are real people and they work hard too. If we can find a product, buy it and then sell it at a FAIR profit, there must be a market for what we do. As a result of basing everything we do on this statement we now have a serious reputation for providing the very best at “real and honest” prices.

Our history is based around the importation, restoration and selling of antique pine furniture and we now have a customer base of over 6,000 people from all over the world. Being based in the Cotswolds, we have supplied many private individuals as well as other kitchen companies with our old pine for their kitchens, dressers, sideboards, larders etc. People kept saying that whilst they loved our old pine they could not find a traditional Belfast sink unit made to a specific size. We knew many firms that dealt in kitchens, but the feedback was that their prices were ludicrous. We started to think. As a result we sourced our own English Manufacturing facility, and launched Parlour Farm Kitchens.

After 3 years we now manufacture over 150 kitchens a year, and many hundreds of free-standing units. So “how?” - you may ask!. It is not that difficult really. If one strips out all the “fluffy” bits, and by that we mean: expensive high street showrooms, “frilly” service, expensive brochures, massive marketing campaigns, commission, gizmos, promotional discounts, half price this and that, free this and that with orders over xyz and instead make it simple— then take the costs and make a FAIR profit — the result is that our average fully bespoke, hand painted, fully installed solid wood kitchen with 40 mm solid wood worktops is about £9,000 plus vat!!

In achieving this price we do not compromise on attention to detail, quality or friendliness. You may not find that we have a warehouse full of customer service staff or, indeed, assign you an “account manager” What we have is a very personal approach to our business, where everyone in our small “family” is friendly and passionate about what they do, and, what's more: they like doing it.

So, given that you have decided on a new kitchen, the choice is either a chipboard carcass mass produced kitchen, or a traditional, bespoke, handmade kitchen. Depending on where you go, the former can cost anything from £1,000 to £15,000, and the latter normally starts at £15,000 and is more like £25,000! Well, we have all had the chipboard version at some stage and know its pros and cons. Most of us would love a bespoke kitchen but are aghast at the cost. It is not to say or comment on our, or anyone else’s financial status, but more a statement on the “bonkers”(!) pricing policies of some retailers.

Perhaps, by the way we have written this, you are beginning to understand a little more about us at Parlour Farm! We do it differently!

## *More!*

So much about a kitchen depends on the “feel”. It either looks and feels right, both in quality and look, or it doesn't. What's more you need to see if we are the sort of people you like, and find out if we offer the sort of service you want.

You may not have seen our 2 showrooms (working on the third) but it is set out as a whole kitchen. It is very much designed so that you can see what the finished product looks like. It seems that many customers come in with squinty eyes from having seen all those showrooms that have about 2 or 3 units, and then switch style to another range. Well you know what we mean. We have all done it!

So what now? Well basically below are some answers to some of those questions. We do not profess to have all the answers so if you either need more detail or have other questions please just call us. We don't bite.....often!!

### **Measuring and Design.**

Now there's a thing! In essence our designer is there for you not us. There is a charge of £150 for the service, but this is refundable as long as the order is over £3,000. If you are further afield than about 50 miles, there is an additional charge depending on mileage that is not refundable. We know it's boring to charge, but there is no such thing as a free design. The design fee is an indication that the designer is there to design, not to sell you anything.

### **Self Measure.**

Quite often clients are happy to carry this out themselves or have another plan from somewhere else - architects plans for example. If you want us to do a “ball park” to start, without a visit, then send us your drawings with your “wish list” and we can do an initial estimate and sketch plan. If you want full colour drawings then there is a charge of £110.00 but again this is refundable with any order over £3,000.

### **Then What?**

Well, it takes about a week to 10 days to produce a design and quotation. Once you receive it then you can liaise with the designer to make any adjustments to the design, and we will then send you the revised drawings and quotation. Once you decide to proceed we then need to liaise with you as to so that we can schedule manufacturing, painting and fitting dates. One of the big differences you have with us is that you can fit it or paint it yourself if you choose.

### **Ordering.**

Normally we allow 8 weeks from order to fitting. This does very much depend on the time of year, however, and therefore we like to find out if there are critical dates, such as co-ordinating with building works, that need to be taken into account. Once an order is placed we require a £2,000 deposit to proceed, and then the balance before we despatch the kitchen from our warehouse.

### **It's a tough one.**

In creating our kitchens we prefer to use traditional methods of construction, and, more importantly, solid wood. Chipboard is a lot cheaper but this takes the very life out of the product and we don't use it. What's more the natural grain and "inherent" character of wood should be cherished as a guarantee that it is, and can be seen to be REAL wood. It would be so much easier for us and we could increase our profit and production dramatically if we could buy in all those standard units and just bolt on solid doors. Imagine: we could actually work normal hours, and everything would fit perfectly first time every time. But we know that every home, and every kitchen, is different. On principle we choose a much tougher, labour intensive, hand crafted approach. In doing so we ensure that your kitchen is a living kitchen, uniquely designed for you and your home. It is almost as though it has its own soul. We know this sounds terribly arty farty, but it's true!. And what's more our customers tell us it is.

### **How big is the range?**

Pretty big, and certainly there are enough different types of units to cope with almost any kitchen. Remember: they are made to measure for you. We only have two door styles though. A grooved door and a shaker door. These cover the really classic look of both a traditional, and a more contemporary aesthetic requirement.

### **Do we deliver?**

Of course, but again there is a small charge just to cover fuel if you live more than 30 miles away.

### **Installation.**

If you want us to install your kitchen we use our own craftsmen for that. Each one is totally familiar with our kitchens, and what's more is polite, courteous and diligent at all times. We certainly would not have them otherwise! You do have the choice of arranging your own fitting should you choose. Please allow up to 5 days for a fit. Sometimes this may take a little longer. Being solid wood there may well be some dust too!

### **Finishing.**

We have our own finishing team who can finish your kitchen to a colour of your choice. We can finish both inside and outside, but you do have the option of having the interior as natural wood. In this case we seal it for you. Alternatively, you can also choose to finish it yourself. Finishing yourself is very rewarding and it can save you quite a bit of money but remember it can be labour intensive, and you need quite a bit of patience and time. It is not a simple case of slapping on a bit of paint! We also have a specialist paint department that can do distressing and other specialist finishes for you. Please ask for details.

### **Worktops.**

40mm thick Solid Oak or Beech are the most popular though we can certainly obtain other woods such as Maple, Iroko or Cherry. Once installed and finished they just look fantastic and there is no substitute. Should you prefer granite this is no problem. We have checked it all out and use a company that conducts its business on the same basis as we do. Another word of caution! Be aware. There are granite companies that offer cheap granite, but, in general, we have found that they use inferior grade granite with a far greater thickness variable!

## *How Much?*

It is difficult to give guides but as a ball park our average kitchen, fully fitted and painted is between £8,000 and £12,000 inc vat.

From our experience (well our customers' actually) this is somewhat less than anyone else for a like for like product!!

### The Next Step

1. You could give us a ring.
2. You could come and see us.
3. You might want a design done.
4. You could then approve it.
5. You could then order it.
6. We would then finish and install it.
7. You would then stand back and admire your brand new kitchen.

OR

Use this brochure for your next origami project! (providing you download it first - do not try to do this with your monitor!)

Hope to see you soon!

# HEALTH WARNING

## THIS IS THE BIT THAT OTHER COMPANIES MIGHT NOT TELL YOU ABOUT!!

The dream of a new kitchen is a very powerful and emotive subject - you have either bought a new home and the kitchen is terrible, or you have had to make a terrible kitchen work for a number of years. We have all been there - kids screaming for food - TV blaring - music going - all add to it. Everything - well almost everything - seems to centre around the kitchen. When it's a bad kitchen it is a hassle. When it's falling apart it is a disaster.

So: the new kitchen. A nicer, calmer, smarter, more functional place to be. Lets go look! There are thousands of kitchens on offer. From the cheap and cheerful to the outrageous, mind boggling telephone number types that we all wonder why anyone would spend that on just one room ( there are and they do!). Where do we go? Who do we trust? What's the design? How long will it take? How will we eat when the kitchen is being installed? And, above all how much?

Given all that, it is hardly surprising that everyone is a little emotionally fraught at the beginning - and it gets worse. One partner is practical, the other emotional. One cannot see the need and one cannot live without a new kitchen. Then there is the money! Now that adds serious fuel to the fire!

We have seen it all, every part. We have seen couples have arguments - serious arguments over what cooker to have, over colours of paint, over worktop choice. We have seen customers - cool, calm, professional customers turn into screaming banshees in a matter of minutes. It happens - trust us.

Why? You may ask - and we ask all the time. It is about the incredible room called the kitchen. It has an aura - a hold over the whole house or maybe it's the old hunter gatherer bit from the past! Who knows? But it happens. So this is why we call this a health warning. Taking on a new kitchen is not easy— it involves serious decision making, disruption, a little mess, an account opening form with the local takeaway for 7 days, a crash course in microwave cooking etc etc. We would say that you should look at about 2 weeks of disruption. That way you will be safe.

### Our Cure!

If you want to pay telephone numbers, then you could have, perhaps, a temporary kitchen installed. You may well have a personal account manager who would visit you every day and you can have their home and mobile numbers, with access 24 hours a day for any questions. You can have curvy cupboards, plasma TV's in the ceiling - well you know what we mean.

Then there is the high street chipboard version kitchen. There you pay from the almost ridiculously cheap to not so cheap. You may have to assemble the kitchen yourself - you have to choose from a predefined size of unit - you may get free this and that - you may get a very impersonal service - you are just another kitchen customer - theirs is a numbers game and it's a machine. Well again you all know what we mean.

Parlour Farm Kitchens are top quality - solid wood kitchens, where you do get a personal service! But we don't install temporary kitchens or charge telephone numbers! Our personal service does not include a personal account manager, but you will get to know us all on first name terms. We are friendly and we do business in a friendly way. We do however want our customers to take an involved part and in doing so we can do away with the frilly bits. That means we don't have to charge telephone numbers, and that makes everyone feel better - especially you!

# Survival Guide Checklist

1. Establish what sort of kitchen you want.
2. See if any of your friends have had a kitchen recently and if there is anyone they recommend.
3. Establish what sort of money you want to spend.
4. Seriously think about appliances and other white goods, as good quality ones are not cheap
5. Do you want to hide your appliances?
6. Think about all the annoying things that you want to see get changed
7. Plan the project so it doesn't coincide with a family gathering or half term for instance!
8. Check out all the kitchen companies close to you. It doesn't negate the ones further away, but local companies have more to lose reputation wise if they don't perform!
9. Be realistic. If a company is offering you a huge kitchen for £6,000 with appliances worth let's say £3,000, then just think what has to give. Nothing is for free and whilst we all get tempted by offers, there is normally a reason. Think about what some of these companies have to pay in staff and rent and other overheads. Then imagine if you could make a profit - if not then there is something wrong. Either quality or end of line, or something. Every company has to make a profit!
10. You will know when you have seen the right kitchen. It just clicks. It needs no selling - it looks right and more important it feels right! It is not just about the kitchen, but about the people. Do you trust these people to deliver what they say they can?
11. Either design the kitchen yourself, or get the in house designer to do it. Be aware - there are lots of companies who offer a free design service. As it is said "Nothing is for free" and quite often these maybe design selling services!
12. In the first few meetings there are many things that are discussed - some of these things will get lost in translation onto a plan. Make sure that anything that is key to your requirements are there and noted. If your not sure then ask. Assumption is the biggest cause of antagonism between client and company!
13. Once you are happy with everything check the drawing against your kitchen. Whilst you may have paid or not for a design it is normally your responsibility to ensure that the measurements work.
14. Before you sign, make sure you have read any terms and conditions of sale.
15. If you are having a design done before potential works are completed to the room make doubly sure that it fits after the work is completed and before the kitchen is ordered. Plasterers are not machines and therefore the wall may look straight, but often the bottom of the wall can differ by 10mm or so and in the bespoke kitchen market this can make a big difference.
16. Set your dates but again be prepared for potential delays. Bespoke kitchen companies have to make your kitchen well in advance, and normally have to book your fitter well in advance. If your builder or the weather causes a delay be prepared as a busy bespoke company may not be able to reschedule so easily.
17. Take out your account opening forms with your local take away restaurant choice and make sure you gen up on the latest microwave recipes! ( kids jump for joy!)
18. Make sure you are aware that there will be some mess and it may not just be in the kitchen! It will be cleared up but there is always a little dust.
19. Everyone loves to help but it can be a dangerous area with tools etc. Please keep well away all pets, kids etc.
20. Finally, what happens if something goes wrong! Well here at Parlour Farm we fix it - sometimes there is a manufacturing error or a design error. Remember a number of humans are involved! It happens I am afraid but it does get fixed.

**FINALLY RELAX - CHILL OUT AND HAVE A GLASS OF WINE. THEN YOU WILL FIND IT A MUCH MORE PLEASURABLE EXPERIENCE!**

**ESPECIALLY IF IT'S A NICE WINE!**

# Measuring Your Kitchen

Before trying to design your new kitchen, take some time using some squared paper to make an accurate plan of the room. Time spent at this stage can enable us to produce the kitchen you want and help prevent alterations having to be made during installation.

## Make a sketch plan

Make a simple sketch of the room. It doesn't need to be to scale but it's worth taking time to get it roughly in proportion.

Make sure you include all the important items in the room - doors, windows, hatches and radiators etc. Check if anything projects into the room such as soil pipe casings or waste pipes. Show the swing of any doors.

## Measure your kitchen

Starting in one corner, work clockwise around the room and measure each wall surface and mark it on the drawing. It's best to use a steel tape for this rather than the old linen one from Mum's sewing box! Continue around the room until you are back where you started. If your house is old then it probably isn't square, so a diagonal measurement from corner to corner will help when the time comes to accurately plot the room.

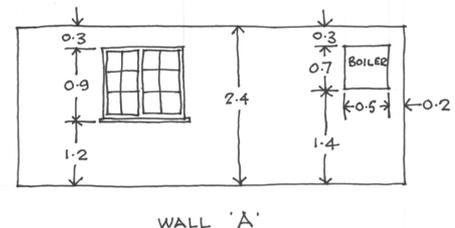
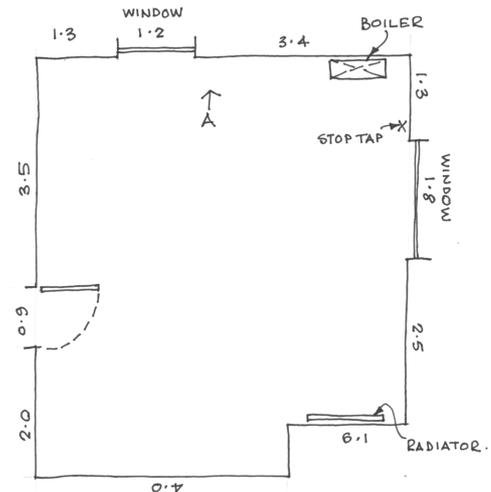
## Wall Details

Make a separate sketch of each wall as you view it. Show all windows, doors and hatches etc. Measure and indicate on the sketch the distances from corners or doors. Measure and mark the height of the ceiling and the height of window cills and heads, also the positions of radiators and electrical switches and sockets.

Remember when measuring door widths to allow for the architrave (Frame).

## Existing Appliances

List any existing appliances that you intend to keep and make a note of their width, depth and height. Also list any special requirements needed, i.e., ventilation for fridges, or distance required from other units, controls and switches on the side of Agas etc. If Agas cannot be moved, their position should be accurately noted on the sketch.



## Services

Existing services such as sink waste or stop taps, washing machine outlets or extractor outlets should be noted and shown on your plan.

## Immovable Objects

Make a note of the position of any boilers or electrical or gas meters so that allowance can be made for them. These items can be difficult or expensive to move but can often be concealed within the new kitchen design.

## And Finally

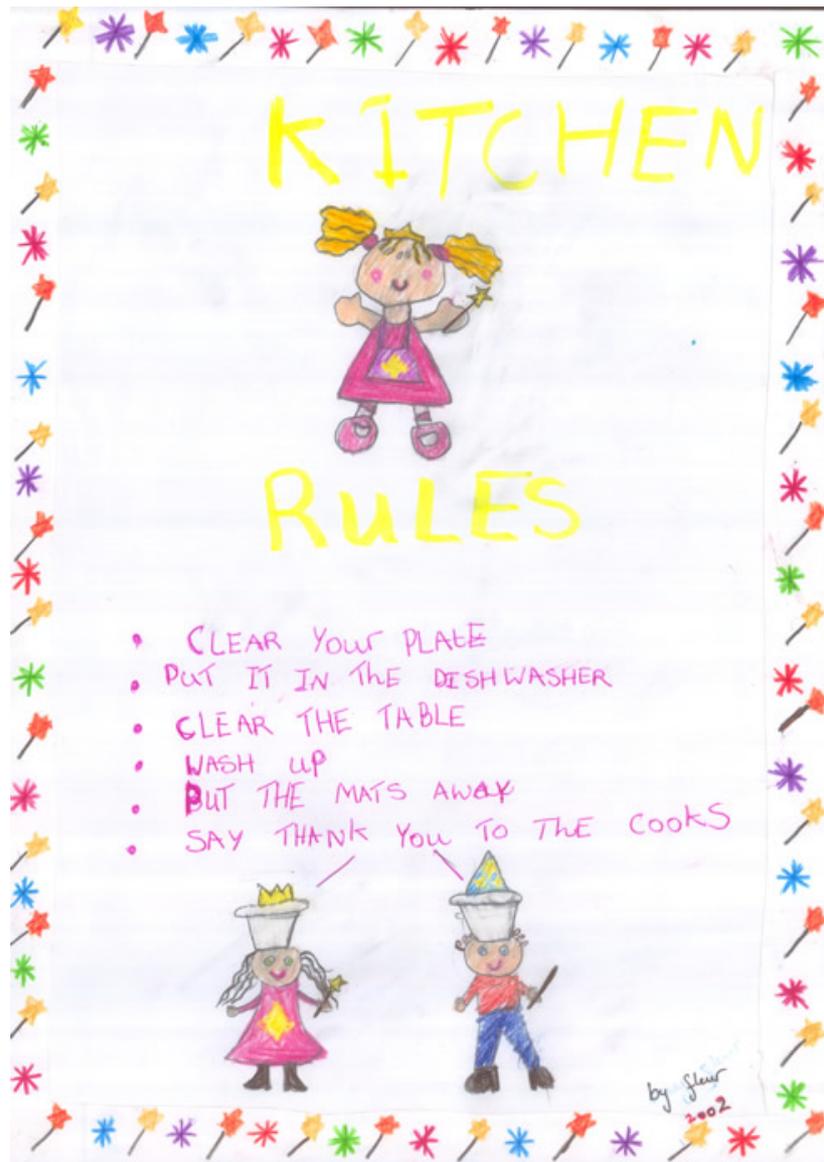
Have a good look around the room and check to see if anything else might be relevant. Low beams can affect the height of wall units. Uneven walls can be accommodated by using wider work tops and setting the units further from the wall. Adjustable feet can be adjusted to allow for uneven floors - but there are limits!

Remember the more information you can supply us with, the more likely we are to get your layout right first time. We don't want to sell you a van load of boxes - we want to sell you a kitchen!

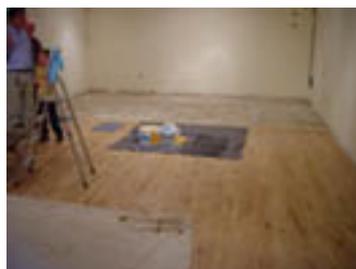
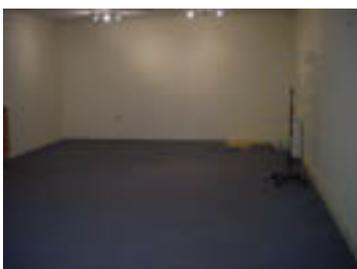
## Any Problems

If you encounter any problems while measuring your kitchen or require further information regarding any aspect of our kitchens please don't hesitate to call us. Once you have completed the measuring process bring the information into our Cirencester showroom and our designers will work with you to create the kitchen you desire.

# If Only!



At Parlour Farm we know and understand there is no such thing as a perfect world



# Parlour Farm Kitchens



*12, Wilkinson Road, Love Lane Industrial Estate, Cirencester, Glos. GL7 1YT.  
Telephone: 01285 885336. Facsimile: 01285 643189 Open 7 days 10am to 5pm*

*6 The Old George, Fountain Street, Nailsworth, Glos, GL6 0BL  
Telephone: 01453 835979 Open Mon - Sat 10am to 5pm*

*[www.parlourfarm.com](http://www.parlourfarm.com)*