



# WEST MIDLANDS

## UPHOLSTERY LTD



**Premium Quality Sofas & Chairs,  
handmade in the Heart of England**





# WEST MIDLANDS UPHOLSTERY LTD

Established in 2004, we are a British manufacturer of Sofas and Chairs, based in Tipton in the West Midlands. We offer a wide variety of models and designs, handmade by our dedicated team of frame builders, sewers and upholsterers.

Our models range in design from traditional to modern contemporary.

All our sofas are available in either 2 or 3 seater. We also offer a range of luxurious fireside and accent chairs as well as extras such as footstools, armthrows, scatter cushions and head rests. As we are a manufacturer, any model can be made to any size to suit your customer's requirements. We can alter seat heights, depths, overall lengths and add extra seats if required.

We offer a huge range of quality fabrics from leading UK fabric suppliers. Any fabric can be selected for any model. All our models are supplied with medium density foam seats and fibre back cushions. Softer or firmer cushions can be supplied at a small supplement.

All our products meet the Furniture and Furnishings (Fire) (Safety) Regulations 1988. Cribb 5/Source 5 fabrics are also available which should be used in the public sector.

Our standard delivery period is 5 to 7 weeks (collection approximately 4 weeks).  
Please contact us for a price list (see rear cover for contact details)



**ASHWELL 2str Sofa & WINDSOR PETITE Chair**  
(shown in Bologna Premium Fabric)

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**ASHWELL** 3str Sofa



**BALMORAL** 3str Sofa (shown in Eleganza Premium Fabric)



**BEMBRIDGE** 3str Sofa & Chair



**BROOKLYN** 3str Sofa



**CAMDEN 3str Sofa & Chair**



**CAMDEN CORNER**



**DERWENT 2str Sofa & Chair**



**DERWENT CORNER**



**EMSWORTH 2str Sofa & Chair**



**GEORGIA 3str Sofa**



**HENLEY** 2str Sofa, Chair & **HENLEY** Footstool



**HOGARTH** 3str Sofa



**HUDSON 2str Sofa & Chair**



**HUDSON CORNER**



**JESSICA** 3str Sofa



**JOEL** 2str Sofa & Chair



**LIBERTY** 3str Sofa & Chair



**MALVERN** 3str Sofa



**NORTON** 3str Sofa & Chair



**OXFORD** 2str Sofa & Chair



**RIVIERA** 3str Sofa



**SANDRINGHAM** 2str Sofa & Chair



**BELGRAVE** Chair



**BELGRAVE** Chair (shown in Extravaganza Premium Fabric)



**CARLTON** Chair



**CARLTON** Chair & **CARLTON** Footstool  
(shown in Extravaganza Premium Fabric)



**KENSINGTON** Chair



**KENSINGTON** Chair  
(shown in Premium Extravaganza Fabric)





**REGENCY Chair**



**REGENCY Chair (shown in Maestro Premium Fabric)**



**REGENCY Chair & REGENCY Footstool**



**REGENCY** Chairs (shown in Lana Premium Fabric)



**REGENCY** 2str Sofa (shown in Lana Premium Fabric)



**REGENCY PATCHWORK** Chairs. Each individual chair is unique in design.



(Shown in both Monochrome & Multi Coloured)



**REGENCY** Chairs (Shown in Premium Venezia Fabric)



**RUSHTON** Chair & **RUSHTON** Slide Under Footstool



**SANDRINGHAM** Chair



**SAVOY** Chair



**SAVOY EXCELSIOR** Chair  
(shown in Premium Maestro Fabric)



**SAVOY EXCELSIOR** 2str Sofa (shown in Premium Maestro Fabric)



**STANBROOK** Chair



**VICTORIA** Chair



**WINDSOR** Chairs



**WINDSOR** Chairs (shown in Premium Safari fabric)



**WINDSOR** Chair  
(shown in Premium Bologna Fabric)

## Footstools and Extras



**BALMORAL FOOTSTOOL** (shown in Premium Eleganza Fabric)



**BOX FOOTSTOOL** (available in Small or Large)



**CARLTON FOOTSTOOL**  
(shown in Premium Extravaganza Fabric)



**HENLEY FOOTSTOOL**



**REGENCY FOOTSTOOL**



**REGENCY PATCHWORK CLASH FOOTSTOOL**  
(Each one is unique in design)



**STORAGE FOOTSTOOL** (images show both in closed and open position)



**VICTORIA FOOTSTOOL**



**ARMTHROWS**



**ARMCAPS**



**SCATTER CUSHIONS**



**BOLSTER CUSHIONS**

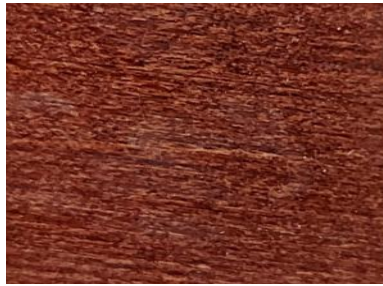


**SOFA BED ACTION**  
(available on selected models)

## Leg/Foot Colours



**NATURAL**



**MAHOGANY**



**WALNUT**



**SMOKE**



**BLACK**

| Model       | Colours (available colours ticked) |          |                             |           |        |
|-------------|------------------------------------|----------|-----------------------------|-----------|--------|
|             | Natural                            | Mahogany | Smoke                       | Black     | Walnut |
| Ashwell     | ✓                                  | ✓        |                             |           |        |
| Balmoral    | ✓                                  | ✓        |                             |           |        |
| Belgrave    | ✓                                  | ✓        | ✓                           |           |        |
| Brooklyn    | ✓                                  | ✓        |                             | ✓ (Wenge) |        |
| Camden      | ✓                                  | ✓        | (hidden castor behind foot) |           |        |
| Carlton     | ✓                                  | ✓        | ✓                           |           |        |
| Derwent     | ✓                                  | ✓        | ✓                           |           |        |
| Emsworth    | ✓                                  | ✓        | ✓                           |           |        |
| Henley      | ✓                                  | ✓        | ✓                           |           |        |
| Hogarth     | ✓                                  | ✓        |                             |           |        |
| Hudson      | ✓                                  | ✓        |                             |           |        |
| Kensington  | ✓                                  | ✓        | ✓                           |           |        |
| Liberty     | ✓                                  | ✓        |                             |           |        |
| Malvern     | ✓                                  | ✓        | ✓                           |           |        |
| Norton      | ✓                                  | ✓        | ✓                           |           |        |
| Oxford      | ✓                                  | ✓        |                             |           |        |
| Regency     | ✓                                  | ✓        | ✓                           | ✓         | ✓      |
| Riviera     | ✓                                  | ✓        | ✓                           |           |        |
| Rushton     | ✓                                  | ✓        | ✓                           | ✓         | ✓      |
| Sandringham | ✓                                  | ✓        |                             |           |        |
| Savoy       | ✓                                  | ✓        | ✓                           | ✓         | ✓      |
| Stanbrook   | ✓                                  | ✓        | ✓                           | ✓         | ✓      |
| Victoria    | ✓                                  | ✓        | ✓                           | ✓         | ✓      |
| Windsor     | ✓                                  | ✓        | ✓                           | ✓         | ✓      |

Any models not listed above are generally provided on castors.  
(Feet can be provided in lieu of castors at a charge).

As wood is a natural product, shade variations from the samples shown can occur.

## Sizes

| MODEL NAME                                                          | OVERALL HEIGHT                            | OVERALL DEPTH | SEAT HEIGHT | WIDTH                              |
|---------------------------------------------------------------------|-------------------------------------------|---------------|-------------|------------------------------------|
| ASHWELL                                                             | 40"                                       | 37"           | 20"         | Chair 39" / 2str 59" / 3str 74"    |
| BALMORAL                                                            | 42"                                       | 33"           | 20½"        | Chair 40½" / 2str 60½" / 3str 75"  |
| BELGRAVE                                                            | 40½"                                      | 35½"          | 20"         | Chair 29" / 2str 49"               |
| BEMBRIDGE                                                           | 40"                                       | 35"           | 18½"        | Chair 37" / 2str 56" / 3str 74"    |
| BROOKLYN                                                            | 41"                                       | 36½"          | 21"         | Chair 38" / 2str 58" / 3str 72"    |
| CAMDEN                                                              | 40"                                       | 36"           | 20"         | Chair 32½" / 2str 52" / 3str 67"   |
| CAMDEN CORNER (2/C/1)                                               | 37"                                       | 36"           | 20"         | 95" x 66"                          |
| CARLTON                                                             | 37"                                       | 34½"          | 21"         | Chair 33" / 2str 53"               |
| DERWENT                                                             | 37"                                       | 36"           | 20"         | Chair 33" / 2str 53" / 3str 67½"   |
| DERWENT CORNER (2/C/1)                                              | 37"                                       | 36"           | 20"         | 95" x 66"                          |
| DERWENT CORNER (2/C/2)                                              | 37"                                       | 36"           | 20"         | 95" x 95"                          |
| EMSWORTH                                                            | 40"                                       | 35"           | 20½"        | Chair 30" / 2str 50" / 3str 70"    |
| GEORGIA                                                             | 41"                                       | 36½"          | 20"         | Chair 40" / 2str 60" / 3str 74"    |
| HENLEY                                                              | 41"                                       | 36"           | 21"         | Chair 33" / 2str 55" / 3str 69"    |
| HOGARTH                                                             | 36½"                                      | 36"           | 18"         | Chair 38" / 2str 58" / 3str 72"    |
| HUDSON                                                              | 36"                                       | 31"           | 20"         | Chair 30" / 2str 54" / 3str 77"    |
| HUDSON CORNER (2/C/1)                                               | 36"                                       | 31"           | 20"         | 81" x 61"                          |
| JESSICA                                                             | 42"                                       | 37"           | 20"         | Chair 41" / 2str 61" / 3str 74"    |
| JOEL                                                                | 43"                                       | 35"           | 19½"        | Chair 34½" / 2str 54" / 3str 74"   |
| KENSINGTON                                                          | 35"                                       | 34"           | 20"         | Chair 33" / 2str 53"               |
| LIBERTY                                                             | 39"                                       | 35"           | 19"         | Chair 40" 2str 60" / 3str 74"      |
| MALVERN                                                             | NEW MODEL - PLEASE CONTACT US FOR DETAILS |               |             |                                    |
| NORTON                                                              | 42"                                       | 36"           | 20"         | Chair 36" / 2str 56" / 3str 68"    |
| OXFORD                                                              | 40"                                       | 33"           | 20"         | Chair 32½" / 2str 51½" / 3str 71"  |
| REGENCY                                                             | 45"                                       | 34"           | 20"         | Chair 30" / 2str 50½"              |
| REGENCY PETITE                                                      | 44"                                       | 32"           | 19"         | Chair 30" / 2str 50½"              |
| RIVIERA                                                             | 37"                                       | 35½"          | 20"         | Chair 35" / 2str 55" / 3str 67½"   |
| RUSHTON                                                             | NEW MODEL - PLEASE CONTACT US FOR DETAILS |               |             |                                    |
| SANDRINGHAM                                                         | 44½"                                      | 32"           | 19"         | Chair 30½" / 2str 50½" / 3str 70½" |
| SAVOY                                                               | 45½"                                      | 36"           | 19½"        | Chair 31" / 2str 51"               |
| SAVOY EXCELSIOR                                                     | 45½"                                      | 36"           | 19½"        | Chair 33" / 2str 53"               |
| STANBROOK                                                           | NEW MODEL - PLEASE CONTACT US FOR DETAILS |               |             |                                    |
| VICTORIA                                                            | 42"                                       | 28"           | 19"         | Chair 31" / 2str 50"               |
| WINDSOR                                                             | 43½"                                      | 34"           | 20"         | Chair 30" / 2str 50½"              |
| WINDSOR PETITE                                                      | 42½"                                      | 32"           | 19"         | Chair 30" / 2str 50½"              |
| FOOTSTOOLS:                                                         |                                           |               |             |                                    |
| BALMORAL                                                            | 29" X 21" X 15" high                      |               | HENLEY      | 36" X 20" X 16" high               |
| SMALL BOX                                                           | 18" X 16" X 12½" high                     |               | REGENCY     | 19" X 23" X 17" high               |
| LARGE BOX                                                           | 20" X 22" X 12½" high                     |               | STORAGE     | 20" X 17" X 12½" high              |
| CARLTON                                                             | 22" X 17" X 13" high                      |               | VICTORIA    | 14" X 17" X 12½" high              |
| SCATTER CUSHIONS                                                    | 13" x 13" filled (15" x 15" flat)         |               |             |                                    |
| BOLSTER CUSHIONS                                                    | 20" x 8" filled                           |               |             |                                    |
| ALL SIZES ARE APPROXIMATE ONLY - PLEASE DO NOT USE THESE AS PRECISE |                                           |               |             |                                    |



# WEST MIDLANDS UPHOLSTERY LTD

## Our History & Values

### The Beginning

Our story began back in 2004 in Tipton, the Heart of The Black Country. West Midlands Upholstery Ltd was founded with a vision to offer quality upholstery products whilst maintaining a genuine and honest business ethic. Our family business has stayed true to its hardworking, down-to-earth roots, embracing the values of honesty, integrity, and community.

What began as a small operation in Tipton blossomed into a successful venture with a diverse customer base. Over the years, our reputation has grown far beyond the West Midlands, with many of our customers now spread across the UK, including members of AIS and Minerva. Our expansion into Scotland and Wales over the past few years has further solidified our national presence.

### Made in The Black Country

A cornerstone of our success has been our commitment to craftsmanship and quality. All our products are proudly made in The Black Country from the frame to the finished product. We construct our own birch hardwood frames, and this gives us the option of offering customised sizes for our models, giving our customers flexibility and the chance to optimise their sales. We offer a personal customer service and will try to accommodate any special requests as best as we can.

Our team's hands on approach is a hallmark of our ethos. In fact, when designing new models, everyone on the factory floor has an input, fostering an inclusive, collaborative atmosphere.

Although we have an eye on the future, we maintain a strong respect for tradition. Whilst some models have evolved to embrace more modern, minimalist styles with clean lines, our classic, more intricate designs remain popular. Notably, our patchwork chairs, which are made up of 125 individual patches (each one top stitched by hand), have earned a reputation for their unique design and craftsmanship.

Over the years, we have built solid relationships with our customers, staff, agents and suppliers. Many of our loyal customers have been with us since the very beginning, and we remain grateful to them for these lasting relationships. We are also indebted to our loyal and committed staff, who have supported us over the years.

### The Future

As we look ahead, we remain focused on maintaining the relationships we have fostered and plan to continue to deliver the exceptional UK made products our customers have come to expect. We look forward to developing further relationships with new customers and we would love you to join us on our journey.

## WEST MIDLANDS UPHOLSTERY LTD



Unit 17 Eclipse Trading Estate  
Sedgley Road West  
Tipton, West Midlands, DY4 8DQ

Visit us online at [www.westmidsupholstery.co.uk](http://www.westmidsupholstery.co.uk)

Email : [sales@westmidsupholstery.co.uk](mailto:sales@westmidsupholstery.co.uk)

Tel No : 0121 520 4500



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