

WELCOME TO  
PREMIER EST. 1988  
HOUSEWARES



HOME OF

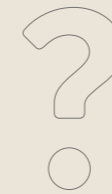
  
FIFTY·FIVE·SOUTH  
LUXURY LIFESTYLE

*interiors*  
BY PREMIER

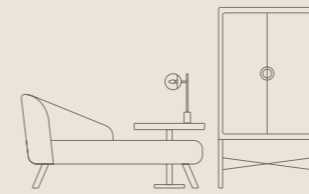


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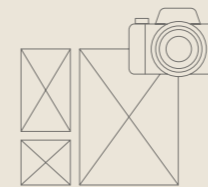
PREMIER DESIGN  
PREMIER PRODUCTS  
PREMIER LEAD TIMES  
PREMIER HOUSEWARES



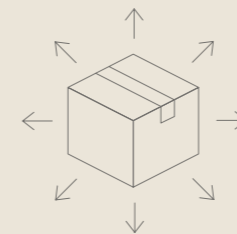
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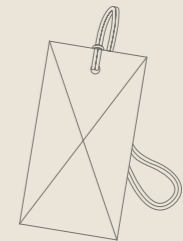


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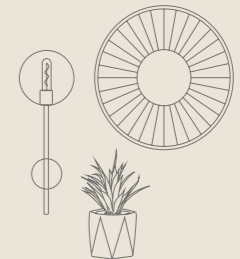


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# The complete solution for home lifestyle retailers.



## Who we are.

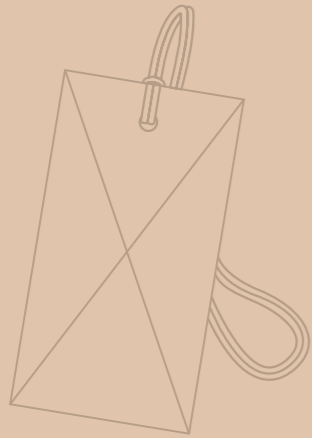
Your business matters to us. You work so hard for it, and you deserve a supplier who works hard for you. Premier Housewares is a family-run company, and we have been one of the most trusted homewares suppliers since 1988. We travel the world working with the best manufacturers to provide your business with high-quality, design-led products.

We started in Glasgow as a humble kitchenware supplier and have grown with our customers to become one of the leaders in wholesale, supplying everything from furniture and textiles to kitchenware and bathe products. Our customers range from independent online retailers and high street chains to interior designers and property developers.



We are so much more than a homewares supplier. We have an in-house team dedicated to forecasting industry trends, keeping our products current so your business can stay ahead of the competition. Our creative teams can provide you with an entire marketing solution: beautiful product images, eye-catching packaging, and expertly written product descriptions. All of this is to help you do what you do best: sell.





# Brands.

At Premier Housewares we cater for a wide range of clients. From multi-national highstreet stores to individual high end interior designers and specialised online retailers our range of inhouse brands cover a wide range of products from high end pieces to everyday basics.

We work closely with designers and have developed relationships with influencers within the industry, our new product lines are always innovative and on-trend.



## Maison by Premier

Maison By Premier you will find the cornerstones of home furnishings and kitchenware. Maison provides home staples at affordable prices. You can find kitchenware essentials – from mugs to cooking utensils – and home furnishings like media units and mirrors.

Essentials by Premier contains everyday homeware necessities at affordable price points. With Essentials, emphasis is placed on function and practicality, while never compromising on design. From cook and serveware to bathroom and laundry products, each piece has been made with modern living and coordination in mind.

## essentials by Premier



## FIFTY FIVE SOUTH LUXURY LIFESTYLE

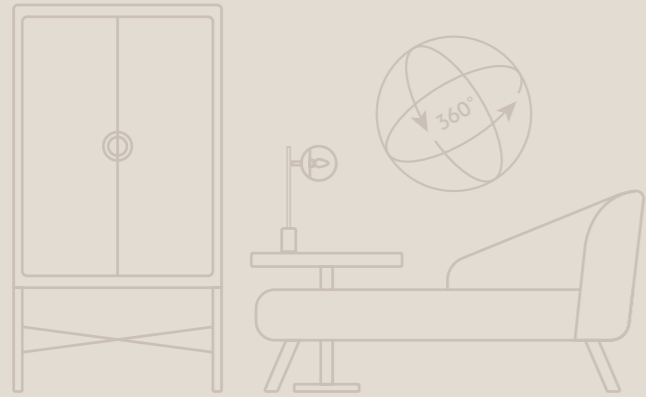
As a brand recognised with design-led luxury, we, Fifty Five South pride ourselves on achieving the highest standards of quality. Our ambition is always to provide the most prestigious home accessories, spanning a diverse array of styles. We continually look ahead to emerging trends to ensure that collection remains fresh and current. With expansive warehouse facilities, vast stock levels, and unrivalled lead times, Fifty Five South has grown to become one of the UK's leading suppliers to the retail and interior industries.



## interiors BY PREMIER

Interiors By Premier is a brand synonymous with choice, quality, and style. This is a collection of premium products without the premium price tag. From fashionable furniture and accessories to wall art and textiles, this is a comprehensive and diverse brand.





# Our Showrooms.

Our showrooms showcase our magnitude of products, whilst demonstrating how they can be styled together within our individual room-sets. Our customers say that a trip to Glasgow, where you can immerse yourself in our three showrooms, is essential when it comes to buying products from Premier. Our showrooms cover a total of 55,000sq ft and include 40 individually styled rooms, 5 kitchen sets, and two children's bedrooms. Both of our showrooms feature a working kitchen and hospitality station, so that we can provide you with refreshments during your visit.



We have also captured our showrooms using high-definition 360° photography with the ability to take a fully interactive virtual tour. You can browse at your leisure, zoom into products and, when something catches your eye, simply click to shop, or view more details. To experience our showrooms virtually, scan the QR code.



Prima



Alto



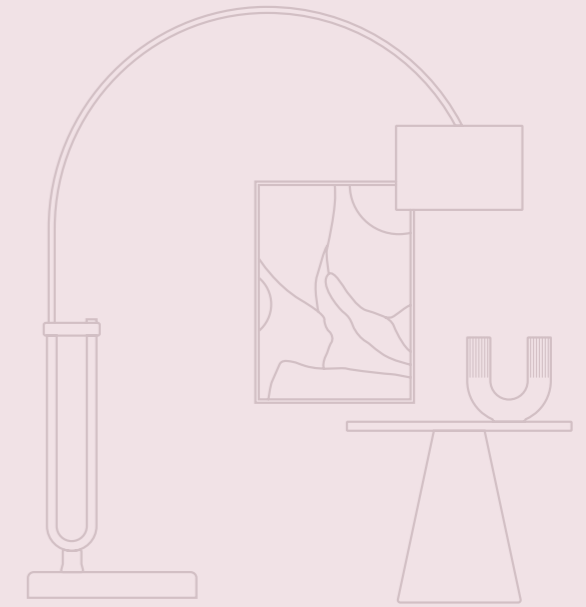
Casa



# Prima.

The Prima showroom spans over an extensive upper floor area that is dedicated to living and interiors products. As well as the 24 styled room sets, which are merchandised to display ranges associated with the top interior design trends, there are smaller displays that showcase the retail merchandising possibilities of our home accessories products.





## Alto.

Situated next to our Prima Showroom, the Alto Showroom gives you first-hand access to even more of our high-end collections. This is a unique destination for luxury furniture and accessories. Totalling 25,000 sq ft, Alto has been designed to lead you on a journey through a variety of styled room sets, exploring the latest industry trends. With grand double-height ceilings, mezzanines and windows that flood the space with natural light – this is a space you will never want to leave.

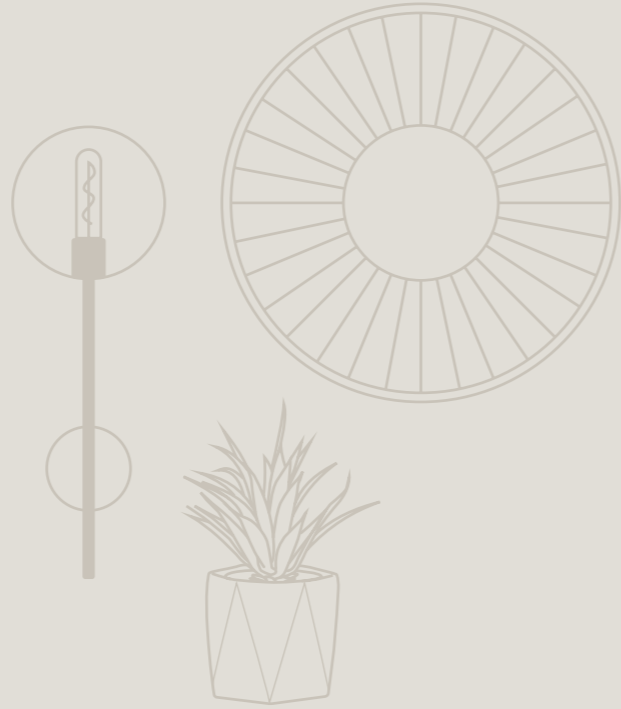




## Casa.

Our kitchen and bathroom showroom, Casa, has over 5,000 products in it. Here you can find everything from traditional mixing bowls to on trend bathroom accessories. Casa shows you just how striking kitchen, bathe and utility products can look. Within Casa, you will be able to explore the shelved displays where full collections can be seen, as well as smaller displays around the room.





Our products range from furniture, lighting, clocks, mirrors, textiles, storage, wall art, and home accessories. We also supply kitchenware like bakeware, cookware, dinner sets, glass and barware, table and serveware, as well as kitchen organising and storage units. We supply a growing number of bathroom products, utility, laundry, and storage items, plus giftware, outdoor furniture, and products for picnics and active lifestyles.

# Products.

Premier boast over 18,000 products and are introducing as many as 100 new products every month. With strict quality control carried out on all items, in both our Glasgow office and at factories overseas, we ensure that everything we supply is of high standard and fit for purpose.

Many products are designed in-house to meet specific marketplace demands, and our buying team is made up of industry specialists who follow emerging trends closely. Our design department create bespoke, attractive packaging for new products to appeal to the specific markets and demographics the product is aimed at.



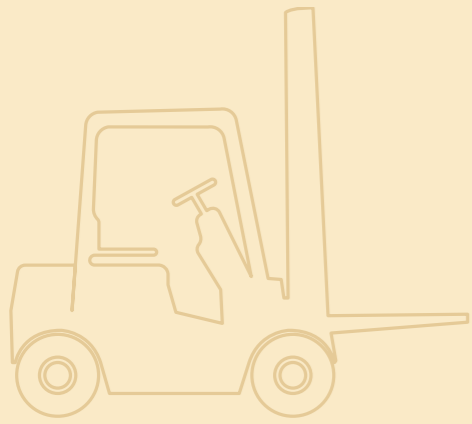
# A lot more than words & pictures.



## Content.

With our team of in-house photographers, designers, and copywriters, we are able to provide beautiful imagery and eloquent descriptions about each of our products, ranges, and brands. When you buy from Premier, you're not just purchasing stock, you will be supplied with what you need to promote these products to your customers. In addition to master shots for catalogues or promotions, our merchandising and photography department produces shots of our products in use, and lifestyle shots styled according to up-to-date interior design trends. Our marketing team can supply product copy informed by buyers and designers, appropriate for different target markets, so you'll have the right words to appeal to your audience.





# Warehouse.

Our warehouse is the beating heart of our operation and is controlled by a state-of-the-art electronic nervous system. The warehouse is completely computerised and has the capacity to hold 50,000 pallets. Stock picking is done by laser-guided forklifts that receive instructions in real time via radio, transmitted from the head office. Orders are converted to a dispatch note within minutes, ensuring an optimal and efficient service. As we have three separate holding facilities in the west of Scotland, Premier have the capacity to hold stock on behalf of customers, to be delivered via whatever method is most suitable and convenient





## Delivery.

We provide a variety of delivery options to suit our customer's needs. With our flexible 'drop ship' service we will pick and pack your orders for you. All you need to do is arrange a carrier to pick up from our warehouse. We also provide a 'mail order box' packaging service, so orders can be packed in different quantities, with alternative packaging, or to meet other specific delivery requirements. This service is especially popular with customers who wish to repackage products or have limited redistribution capabilities.



As an international importer and distributor, we have an established infrastructure for exporting and delivering everything from small individual products to large furniture orders around the world. Our multi-lingual export department specialise in French, Spanish, German, Arabic, Farsi Persian, Polish, Mandarin and have established relationships with global shipping specialists and international carriers.



## Follow us.



For all the latest Premier Housewares news, product ranges, images and styling tips, follow us @Premierhousewares

## Contact.

If you like what you see and want more information you can visit our website:  
[premierhousewares.com](http://premierhousewares.com)

Alternatively you can contact us by phone or email:  
0141 579 2000  
[info@premierhousewares.co.uk](mailto:info@premierhousewares.co.uk)

