

DELIVERING QUALITY, SERVICE, AND VALUE

Jon Borkowy, director of IFD, talks about why retailers choose the business as their trusted furniture partner.

In today's competitive retail environment, success depends on more than just stocking shelves with products - it's about creating the right partnerships that enable you to deliver outstanding value to your customers. At IFD and our new partners Alcore in Ireland we pride ourselves on being more than a supplier; we're a partner dedicated to helping retailers thrive through exceptional service, high-quality furniture, and real value for money.

We understand that for retailers, reliability is everything. That's why our focus has always been on service. From the moment you place an order to the day it arrives on your showroom floor; our team ensures every detail is handled with care. Fast delivery times, responsive communication, and flexible solutions are the foundation of how we work. When challenges arise, we don't just offer excuses - we find solutions. Our retailers tell us time and again that our commitment to service gives them the confidence to build lasting relationships with their own customers.

Your business is unique, and so are the needs of your customers. That's why we take the time to listen and understand

what drives sales in your market. Whether it's helping you identify best-selling ranges for your area, advising on design trends, or working with you to create tailored promotions, we put your customers at the centre of every decision. Our success comes from helping you succeed.

Furniture is more than just a functional purchase - it's an investment for your customers' homes. We believe in supplying products that deliver on both style and durability. Every item in our range is carefully sourced and rigorously checked to ensure it meets our high standards. By stocking furniture that not only looks good but lasts, you give your customers confidence in their purchases - and strengthen their loyalty to your store.

In a world where cost pressures are constant, we're committed to offering true value for money. That doesn't mean cutting corners - it means delivering competitively priced furniture that



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maintains the quality your customers expect. We work hard to balance affordability with excellence, so you can compete effectively while protecting your margins.

At IFD and Alcore, we believe strong partnerships are built on trust, quality, and shared success. By choosing us as your wholesale furniture partner, you can be confident that you're offering your customers the very best in service, products, and value. Together, we can create homes your customers love - and businesses that flourish.

www.ifduk.com



IFDUK.COM

YOUR FURNITURE PARTNER



Over 25
ranges of
lounges,
bedroom and
dining
furniture



Brochure

In today's world, having a dependable supplier is crucial. With IFD and Alcore, you can trust that we are here to support the growth of your sales through product ranges that are not only well-crafted but also sell quickly.

From modern ranges such as the Cube Mango, Surya, Agra, Kodi and Goa to more traditional styles such as Dorset, Melbourne Oak and Oak & Paint, Heritage and Odisha you will find a product line that is right for you & your customers.

Dorset – A Proven Bestseller

The Dorset range, crafted from solid Mango wood and finished with classic brass cup and knob handles, has been one of our strongest launches this year. Introduced in January, it has quickly established itself as a retailer favourite, with consistently strong sales reported throughout 2025.

To help you showcase this collection in-store, we offer competitive display deal packages designed to maximise sales potential and give your customers the best first impression.

Contact us today to secure Dorset for your shopfloor and see what IFD and Alcore can do for your business.



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