

TOP DRAWER

MVI NEWSLETTER

FIRST EDITION · OCTOBER 2019



Your insider view of the industry's best emerging trends, products and promotions

Keeping our customers in the know

With over 70 years' experience we thought it was time to share our expertise with the customers that have helped us become the company we are today.

Here's some insider knowledge on the latest trends and products from our industry, plus expert advice and exclusive offers on new products and lines.

We'll be sending out three newsletters like this one, per year.

Derek Haines,
Managing Director

What's inside this issue?

MVI FYI

Our insight into the forces shaping the industry right now

Aidan answers

Expert insider advice on a different topic each issue

Shining a spotlight

An up close look at one of the fantastic companies we work with

MVI out and about

Our team travel that extra mile (or 1000) to source the very best

Monthly competition

Find out how you could win 4 VIP concert tickets & a luxury 5 star stay

Our top 3 product picks

Selected by us for you and available to order now

MVI FYI: Housing & Brexit

The market for kitchens is driven by the level of construction activity, specifically house construction. It's widely agreed that the Housing Crisis (along with Brexit) is a priority for Government.

In terms of societal impact it's probably on the same scale as the banking crisis. It's clear that, given the lead times for construction of new housing, this need will underpin the market for at least the next 3 years, likely longer.

In the short term, three indexes are accurate indicators of the level of activity in house construction over the coming 6-12 months:

- **Mortgage Approvals** indicate the availability of finance to prospective purchasers and therefore their capacity to buy (published by the Banking & Payments Federation Ireland).
- **Commencement Notices** track the number of houses for which construction has started (published by the Department of Housing, Planning and Local Government).
- **The Ulster Bank Construction Purchasing Managers' Index** and specifically the Housing component of this index. This surveys purchasing managers and their activity. It's a reliable indicator of the medium term outlook.

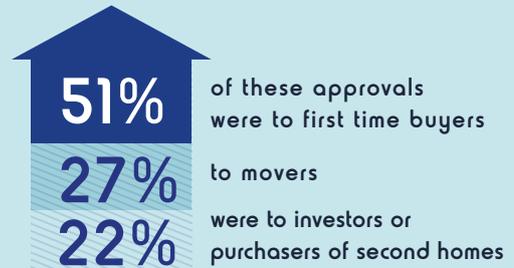
An index above 50 represents expansion in activity

(published for Ulster Bank by Markit Ltd).

Each of these indexes lead to the conclusion that the outlook for activity in house construction, and therefore in the market for kitchens and furniture is positive – and is likely to remain positive into 2020 (notwithstanding the uncertainty caused by Brexit).

Mortgage approvals

In the 7 months to July '19 (the latest date for which data is available) the number of mortgage approvals at 29,185 were up 11% on the first 7 months of July '18.



The average value of mortgages approved in the 7 months to July '19 was €26k, a small increase – 1% – on the average value of mortgages approved in the same period of '18.

House commencements

In the 6 months to June '19 (the latest date for which data is available) there were 12,260 house commencements, up 17% on the 10,501 commencements in the first six months of '18.

86% of house commencements during this time were in the greater Dublin area



However there is evidence that activity is increasing outside of the greater Dublin area, because in the first 6 months of '18

92% of commencements were outside greater Dublin

Construction activity

The Ulster Bank Construction PMI in August reported a strengthening of overall construction activity with the Index at:

53.7 +4.47%

Housing Activity continues to lead the charge with an index of 58.4, an increase from the 55.9 reported for July.

Aidan answers

With 30+ years' experience, Sales Office Manager Aidan knows a lot about everything (including the kitchen sink).



Q Why do newly installed sinks rust and how can I prevent it?

A You've likely chosen stainless steel because it doesn't stain, corrode, or rust as easily as ordinary steel. The reasons your sink may be showing signs of rust or rust-like stains early on is likely due to one of the following things happening during installation.



CAUSE OF RUST: METAL & DIRT DEBRIS

The use of metal cutting and drilling tools on or around the sink can lead to hot metal particles burning the sink surface and causing corrosion.

HOW TO PREVENT IT:

Cover the sink properly before such activities and clean it thoroughly afterwards.



CAUSE OF RUST: NEW PIPING

When a new sink is installed the piping is often new too. Metal particles and dirt that have remained in the piping can fall on the sink when it's first used. If the sink isn't properly cleaned after installation the particles themselves can rust and stain the sink.

HOW TO PREVENT IT:

Clean the sink thoroughly after installation. If stains do occur, they can be easily removed in most cases by applying chalk on the stains and gently brushing with cotton cloth dipped in distilled water.



CAUSE OF RUST: MISPLACED TOOLS

Rusted nails, screws, metal pieces or tools being left on a sink for several days can cause the stainless steel to rust.

HOW TO PREVENT IT:

Ensure your construction team are reminded to not leave these items on sinks.



CAUSE OF RUST: CLEANING CHEMICALS

Construction crews may use industrial cleaning products after completing a kitchen and fail to completely rinse the sink afterwards. Products high in chlorine can cause corrosion if left in the sink.

HOW TO PREVENT IT:

Only use products suitable for domestic sinks and inform your construction crew of this too.

Shining a spotlight



To offer our customers the best products and services we only partner with the best.

Each edition, we want to highlight one of the many great companies we work with.



Supplier:

Donal Walshe from Turin Components has been a customer of MVI for nearly 10 years.

Business:

Providing bespoke kitchen carcasses for the trade.

The partnership between MVI and Turin Components was forged by Brian and Donal following the recession. Since then both businesses have grown and thrived thanks to their strong cooperation.

Why Donal works with MVI:

"With a strong customer service ethos, we need to trust our suppliers to deliver exactly what we require on time, every time. With MVI Hazel the service, quality and reliability is second to none. Their ability to keep pace with our Innovation and Development Programme means our customers are guaranteed top industry quality service. Looking to the future of our brand, we're positive we'll rely upon MVI Hazel's fantastic team for many years to come."

Est. August 2008

Passionate Team Members: 44

Known for being: Fast • Flexible • Reliable

Leaders in manufacturing components for:

- Kitchens • Wardrobes • Residential
- Educational • Healthcare • Industrial
- Laboratories • Specialised furniture



Get your company in the spotlight. Whether you're a partner, supplier or customer of MVI, if you want your company to be featured next quarter, get in touch.

MVI out and about

Going the distance to deliver the best

We strive to provide our customers with the newest industry trends and innovations from across the world. To do this we regularly venture out from our offices in Finglas to be there as these trends first emerge.

Asia

In April our managing director Derek made one of his regular trips to MVI's Asia office in Guangzhou, China to catch up with David Wu, who runs the far east operation.

David, along with his dedicated team are tasked with identifying potential suppliers, testing and sampling products, negotiating deals and ensuring the product delivery is to the highest standard.

During the most recent trip Derek visited the new DTC offices and factory facility to see their latest innovations.

DTC have launched a new slim line anthracite drawer. Unlike many competitor models these drawers do not run on undermount slides, which ensures the maximum use of internal space as well as an exceptionally smooth soft-close motion. The drawers are available in 3 heights and in depths between 250mm and 500mm.

The next generation DTC pro drawer is available to order now on our webshop. For more information see www.mvihazel.com/shop/search?q=dtc%20pro

Derek also attended the Interzum Asia Trade show, one of the industry's biggest events, where he met with both new and existing suppliers. He returned with some insider tips and freshly emerging trends.

Top emerging trend:
Dark Grey is the
new Light Grey



Germany

In May, Tracy, our purchasing manager, along with Brian our Irish sales manager and Charles our UK sales manager, attended the Interzum Cologne fair to meet with new and existing suppliers. We believe it's important, that our sales members are involved in the choice of new products we launch. This way they can convey what our customers need directly to our suppliers.

Due to connections made during our Cologne trip, MVI are launching a new range of luxury handles from Italian manufacturers Citterio Giulio in October. These are now available in a range of colours on our webshop.

Did you know?

Every single month MVI launches a new product within our range. For more details talk to your local sales representative or check out our website.

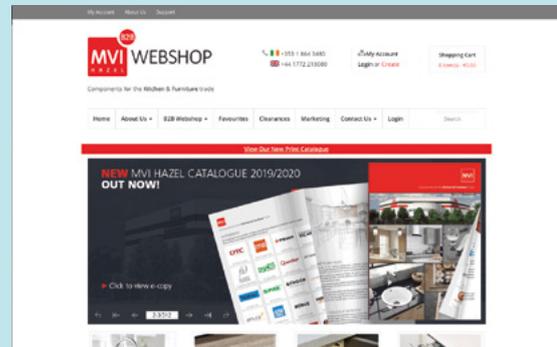
Win 2 VIP concert tickets & a luxury 5 star stay

Spend €200 worth on Pyramis products in a single order and your name will be entered into our prize draw to win 2 VIP tickets to see Liam Gallagher live at Dublin's 3 Arena on November 23rd 2019 with an overnight stay in a 5 star hotel.

Closing date midday Friday 15th November, 2019. One entry per customer. There will be only two winners, who will win a pair of tickets each.

Ordered from our webshop yet?

Enjoy instant access to our entire offering of over 6,000 products with real time instant stock information and pricing updates.



Our top 3 product picks



Quooker's range of boiling water taps

No need to wait for water to boil, or for these taps to arrive. Off the shelf taps are available for next day delivery.

Order now
www.mvihazel.com/shop/search?q=quooker



DTC pro drawer - slim line look

Stylish and practical, this global trend shows no signs of slowing.

Brand NEW and available to order now in:

- 4 different depths
- 3 different heights

Order now
<https://www.mvihazel.com/shop/search?q=dtc%20pro>



Citterio Giuilo – Crystal Handles for Bedrooms & Kitchens

This latest industry trend adds a touch of luxury to any room.

Order now
www.mvihazel.com/shop/products?i=114736&c=6464&n=Crystal-handle

We created this newsletter with our customers and partners in mind, so we hope this first edition has been of interest to you. We'd love to know if you have any feedback on our content or if you'd like to have your company featured.

Get in contact on newsletter@mvihazel.ie

The next edition of Top Drawer will be with you in Q1 2020.

MVI