

PREMIUM TABLEWARE BONE CHINA

NARUMI

COLLECTION 2023



Wherever you see this symbol you can link direct to the website page



GOODFELLOWS

[www.goodf.co.uk](http://www.goodf.co.uk)

RYDGES DEEP PLATE  
F02822 27cm - White Matt/Shiny



## PREMIUM TABLEWARE BONE CHINA

### NARUMI

#### INTRODUCTION

Welcome to our new format downloads which are aimed to provide focused and inspirational information on each main brand and functional areas such as Afternoon Tea etc.

Please visit our website regularly to explore the series of downloads as we build them.

Each download will provide inspirational food images, the range of products for each brand and functional area, along with information on whether we carry an item as **Core Stock** (which means we will usually have a good level in stock at all times). **Core Stock** items will be identified by a ● alongside each item.

If items are identified as a **Special Order** with a □ then, even for samples, we will need to place an order with the supplier. This usually applies to hand-made products or where items are available in a range of glazes.

We hope you will find our new way of providing 'catalogue' information more useful and will help provide some inspiration to enable you to make the best choice.

We are always available to provide you with in-person help, via our friendly Customer Services team or at our London Showroom.

**20 Little Portland Street, London, W1W 8BS**

**Call: 0844 334 5232**

**Email: sales@goodf.co.uk**

**Visit: www.goodf.co.uk**

#### NARUMI

The original factory was built in 1938 by Nagota Seito, and came under Narumi ownership in 1946, since when it has been producing fine Bone China and started exporting in 1965. Its long history in the manufacture of tableware has taken the company through many changes in style and demands. It opened its Indonesia factory in 2010 to service growing needs from its loyal customers.

We have been a partner of Narumi's for the past 11 years and have been astounded by its dedication to high quality production and bespoke decoration. We have commissioned bespoke designs for some of the country's 5\* Hotels and Michelin \* restaurants, who recognize Narumi's trademark precision at in-glaze decoration as well as its durability in high volume environments.

Narumi's extensive product range covers dinnerware, tea service and buffet areas. Hotels can be confident that the durability of Narumi's Bone China is exceptional, whether as Room Amenities, Afternoon Tea items, Dinnerware or Buffet.

If you are looking for a high quality core china, then Narumi is a great choice.

For the last few years, we have been working with Narumi to create a number of 'Chef Plates' that augment their standard ranges and capitalize on Narumi's technical ability to produce a matt and shiny surface on the same item. This ability to add texture to plates has made Narumi a favourite with our chefs in the UK, starting as we did with the Esprit range in 2012.



ENA ROCK PLATE  
H02502 10 x 10 x 4.3cm(h) - White



KINTSUGI PLATE  
F02823 27cm - River

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices

**Tel: 0844 3345232 | Email: sales@goodf.co.uk**



## SUSTAINABILITY

After extensive research Narumi has revised its manufacturing method to save energy by reducing the number of firings for a significant percentage of its products, without harming the quality.

Other initiatives to reduce Co<sup>2</sup> emissions include diverting heat from the kilns to the drying room.

- Approximately 9% of the raw materials from manufacturing waste and defective products are ground down to be recycled into new products. Research is ongoing to explore ways to increase the amount of recycled materials.
- Since 2012 Narumi has donated part of its profits from the sale of children's tableware, to Florence, a NPO which aims to help create "a society where everyone embraces their children, where people can take on any challenge while raising their children, and where families of all kinds are full of smile". In addition to donations, Narumi support Florence by providing tableware for children at the charity's facilities.

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)



KINTSUGI PLATE  
F02824 27cm - Pink Flower



DEEP PLATE  
H02253 25cm - Black Matt/Shiny  
BELO INOX NEO TABLE FORK  
X93151 Brush Gold Plated/Jade

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)



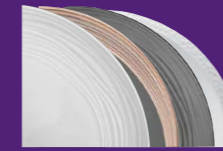
NARUMI

THE RANGES

Click on the range names below to link to their page.



Esprit



Chefs Plates



Terrace



Cool Coupe



Flat Rim

AFTERNOON TEA

Click on the range names below to link to their page.



Platinum Line



Accessories

FOREST PLATE  
F02102 28cm - Matt/Shiny



For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)

# Esprit





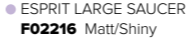

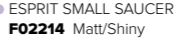






Modern shape. Durable, innovative and stylish.  
A great choice for all types of restaurants

## PLATES & BOWLS

- 
  - ESPRIT SERVICE PLATE **F02205-30** Matt/Shiny 30cm - White
- 
  - ESPRIT ROUND PLATE **F02201-30** Matt/Shiny 30cm - White
- 
  - ESPRIT DINNER PLATE **F02202-27** Matt/Shiny 27cm - White
  - ESPRIT MEAT PLATE **F02202-23** Matt/Shiny 23cm - White
- 
  - ESPRIT SERVICE PLATE **H02205-30** Matt/Shiny 30cm - Black
- 
  - ESPRIT DEEP PLATE **H02208-23** Matt/Shiny 23cm - Black
  - **H02208-27** Matt/Shiny 27cm - Black
- 
  - ESPRIT CAKE PLATE **F02202-18** Matt/Shiny 18cm - White
- 
  - ESPRIT SIDE PLATE **F02202-16** Matt/Shiny 16cm - White
- 
  - ESPRIT SOUP PLATE **F02229** Matt/Shiny 23cm - White
- 
  - ESPRIT DEEP PLATE **F02208-27** Matt/Shiny 27cm - White
  - **F02208-23** Matt/Shiny 23cm - White
- 
  - ESPRIT DEEP SHOW PLATE **F02207-26** Matt/Shiny 26cm - White
- 
  - ESPRIT SHINY COVER FOR F02207-26 **F02206-C26**
- 
  - ESPRIT OVAL TRAY **F02210-23** Matt/Shiny 23cm - White
- 
  - ESPRIT CHAPPEI/FREE CUP **F02209-9** Matt/Shiny 9cm - White
- 
  - ESPRIT BOWL **F02204-10** Matt/Shiny 10cm - White
- 
  - ESPRIT BOWL **F02203-22** Matt/Shiny 22cm - White
  - **F02203-19** Matt/Shiny 19cm - White
- 
  - ESPRIT BOWL **F02203-16** Matt/Shiny 16cm - White
  - **F02203-14** Matt/Shiny 14cm - White
  - **F02203-13** Matt/Shiny 13cm - White



## BEVERAGE SERVICE

- 
  - ESPRIT TEA CUP **F02217** Matt/Shiny
- 
  - ESPRIT COFFEE CUP **F02215** Matt/Shiny
- 
  - ESPRIT ESPRESSO CUP **F02213** Matt/Shiny
- 
  - ESPRIT CAPPUCCINO CUP **F02226** 350cc - Matt Shiny
- 
  - ESPRIT MUG **F02220** 350cc - Matt Shiny
- 
  - ESPRIT LARGE SAUCER **F02216** Matt/Shiny
- 
  - ESPRIT LARGE SAUCER **F02216** Matt/Shiny
- 
  - ESPRIT SMALL SAUCER **F02214** Matt/Shiny
- 
  - ESPRIT SUGAR BOWL WITH COVER **F02227** 27cl - Matt/Shiny
- 
  - ESPRIT SUGAR BOWL WITH COVER **F02218** 34cl - Matt/Shiny
- 
  - ESPRIT CREAMER **F02224** 22cl - Matt/Shiny
  - ESPRIT CREAMER (M) **F02605** 16cl - Matt/Shiny
- 
  - ESPRIT TEAPOT **F02073** 55cl - Shiny
- 
  - ESPRIT TEA/COFFEE POT **F02230** 53cl - Matt/Shiny
- 
  - ESPRIT TEA/COFFEE POT **F02231** 80cl - Matt/Shiny

● CORE STOCK ITEMS  
All other products are available upon request and are subject to delivery times

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices.

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)



ESPRIT SERVICE PLATE  
**F02205-30**  
 Matt/Shiny 30cm - White



















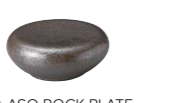



ROSE GOLD SWIRL  
**H02252** 27cm Black Matt/Shiny

## Chefs Plates

Rolled and reinforced edge for durability.  
Individual pieces mix with any other ranges.




### PLATES & BOWLS

- |   |   |  |  |  |
|---|---|--|--|--|
|          |    |   |    |   |
| ● <b>SHOWER PLATE</b><br><b>F02101</b> 28cm - Matt/Shiny                                  | ● <b>FOREST PLATE</b><br><b>H02102</b> 28cm - Matt/Shiny                            | ● <b>FOREST PLATE</b><br><b>H02250</b> 28cm Black Matt/Shiny   | ● <b>ROSE GOLD SWIRL</b><br><b>H02252</b> 27cm Black Matt/Shiny                      | ● <b>DEEP PLATE</b><br><b>H02255</b> 29cm Black Matt/Shiny<br><b>H02253</b> 25cm Black Matt/Shiny                            |
|         |   |    |   |    |
| ● <b>DEEP PLATE</b><br><b>H02256</b> 29cm - Matt/Shiny<br><b>H02257</b> 25cm - Matt/Shiny | ● <b>RUSTIC DINNER PLATE</b><br><b>H02258</b> 28cm - Matt/Shiny                     | ● <b>HAMMER DINNER PLATE</b><br><b>F02271-28</b> 28cm - White<br><b>HAMMER (OVER) SALAD PLATE</b><br><b>F02272-21</b> 21cm - White | ● <b>RYDGES PLATE</b><br><b>F02821</b> 27cm - White<br>Matt/Shiny                    | ● <b>RYDGES DEEP PLATE</b><br><b>H02822</b> 27cm - White<br>Matt/Shiny   |
|        |  |   |  |   |
| ● <b>KINTSUGI PLATE</b><br><b>F02824</b> 27cm - Pink Flower                               | ● <b>KINTSUGI PLATE</b><br><b>F02823</b> 27cm - River                               | ● <b>JAKUEN PLATE</b><br><b>H02102</b> 27cm  | ● <b>JAKUEN PLATE</b><br><b>H02103</b> 14cm  | ● <b>JAKUEN DEEP BOWL</b><br><b>H02104</b> 24cm  |
|        |  |   |  |   |
| ● <b>JAKUEN RUSTIC DISH</b><br><b>H02105</b> 21 x 17cm                                    | ● <b>ASO ROCK PLATE</b><br><b>H02512</b> 10 x 10 x 4.3cm(h)<br>Brown                | ● <b>ASO STAGE PLATE</b><br><b>H02513</b> 12 x 5cm(h) - Brown  | ● <b>ENA ROCK PLATE</b><br><b>H02502</b> 10 x 10 x 4.3cm(h)<br>White                 | ● <b>ENA STAGE PLATE</b><br><b>H02504</b> 15 x 6cm(h) - White<br><b>ENA STAGE PLATE</b><br><b>H02503</b> 12 x 5cm(h) - White |

● **CORE STOCK ITEMS**

All other products are available upon request and are subject to delivery times

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk)  and register your details to see all prices.

**Tel: 0844 3345232 | Email: sales@goodf.co.uk** 



HAMMER (OVER) SALAD PLATE  
**F02272-21** 21cm - White



NARUMI FOREST PLATE  
**H02250** 28cm - Black Matt/Shiny



NARUMI DEEP PLATE  
**H02253** 25cm - Black Matt/Shiny



KINTSUGI PLATE  
**F02824** 27cm - Pink Flower



## Terrace

Matt and shiny textured finish to add a new dimension to your presentation



### PLATES & BOWLS



TERRACE RELIEF PLATE  
● **F02492-30** 30cm - Matt/Shiny  
● **F02492-27** 27cm - Matt/Shiny



TERRACE RELIEF PLATE  
● **F02492-23** 23cm - Matt/Shiny  
● **F02492-21** 21cm - Matt/Shiny  
● **F02492-17** 17cm - Matt/Shiny



● **TERRACE RELIEF PASTA PLATE F02491-29** 29cm - Matt/Shiny



● **TERRACE RELIEF RIMMED SOUP PLATE F02493** 24cm - Matt/Shiny



TERRACE RELIEF PLATE  
**F02492-27** 27cm - Matt/Shiny

### BEVERAGE SERVICE



● **TERRACE RELIEF TEA/COFFEE CUP F02498** 28cl - Matt/Shiny  
● **TERRACE RELIEF COMMON SAUCER F02499** 16cm - Matt/Shiny



● **TERRACE RELIEF ESPRESSO CUP F02500** 8cl - Matt/Shiny  
● **TERRACE RELIEF ESPRESSO SAUCER F02501** 12cm - Matt/Shiny



● **TERRACE RELIEF CREAMER F02497** 31cl - Matt/Shiny



● **TERRACE RELIEF CREAMER F02496** 18cl - Matt/Shiny



● **TERRACE RELIEF TEAPOT WITH COVER F02434** 66cl - Matt/Shiny



● **TERRACE RELIEF SUGAR BOWL WITH COVER F02495** Matt/Shiny

● **CORE STOCK ITEMS**  
All other products are available upon request and are subject to delivery times

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices.

**Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)**

## Cool Coupe

- Stylish and durable
- Ideal volume range
- Dishwasher, oven, freezer and microwave safe
- Fine stoneware



### PLATES & BOWLS

				
● COOL COUPE DEEP PLATE <b>F02355-28</b> 28cm	● COOL COUPE DEEP PLATE <b>F02355-23</b> 23cm	COOL COUPE ROUND BOWL <b>F02330-14</b> 14cm <b>F02330-11</b> 11cm	ROUND COOL COUPE BOWL ● <b>F02325-14</b> 14cm ● <b>F02325-10</b> 10cm	CHAIRO COUPE PLATE ● <b>F02103-28</b> 28cm ● <b>F02103-22</b> 22cm
				
CHINESE LINE ROUND COUPE PLATE ● <b>F02392-27</b> 27cm ● <b>F02392-25</b> 25cm ● <b>F02392-21</b> 21cm	CHINESE LINE ROUND COUPE PLATE ● <b>F02392-16</b> 16cm ● <b>F02392-14</b> 14cm ● <b>F02392-09</b> 9cm	● CHINESE LINE COUPE BUTTER TRAY <b>F02520</b> 22cm	CHINESE LINE OVAL COUPE PLATTER ● <b>F02390-30</b> 30cm ● <b>F02390-25</b> 25cm <b>F02390-23</b> 23cm	CHINESE LINE OVAL RIM PLATTER ● <b>F02391-35</b> 35cm <b>F02391-30</b> 30cm
				
● CHINESE RICE BOWL <b>F02511-10</b> 10cm - White	CHINESE NOODLE BOWL <b>F02396</b> 12cm			

### BEVERAGE SERVICE

				
● COOL COUPE TEA/COFFEE CUP <b>F02361</b> 28cl	● COOL COUPE ESPRESSO CUP <b>F02363</b> 8cl	● COOL COUPE CAPPUCCINO CUP <b>F02365</b> 37cl	COOL COUPE MUG <b>F02369</b> 46cl	● COOL COUPE CREAMER <b>F02367</b> 18cl
● COOL COUPE COMMON SAUCER <b>F02362</b> 16cm	● COOL COUPE ESPRESSO SAUCER <b>F02364</b> 12cm			
				
● COOL COUPE TEAPOT WITH COVER <b>F02522</b> 118cl	● COOL COUPE TEA POT WITH COVER <b>F02368</b> 66cl	● COOL COUPE COFFEE POT <b>F02374</b> 57cl	COOL COUPE SUGAR BOWL ● <b>F02371</b> - Large ● <b>F02372</b> - Small	

● CORE STOCK ITEMS  
All other products are available upon request and are subject to delivery times

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices.

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)



CHAIRO COUPE PLATE  
**F02103-28** 28cm



COOL COUPE DEEP PLATE  
**F02355-28** 28cm

Flat Rim 

Matt and shiny textured finish to add a new dimension to your presentation



PLATES & BOWLS



● FLAT RIM PLATE  
**F02430-30** 30cm  
 ● **F02430-29** 29cm  
 ● **F02430-27** 27cm  
 ● **F02430-23** 23cm  
 ● **F02430-21** 21cm  
 ● **F02430-16** 16cm



● WIDE RIM PASTA PLATE  
**F02450** 29cm



● FLAT RIM SOUP PLATE  
 WIDE RIM  
**F02431** 25cm



● FLAT RIM FRUIT BOWL  
**F02513** 14cm



● FLAT PLATE  
 ● **F02750-30** 30cm  
 ● **F02750-26** 26cm  
 ● **F02750-20** 20cm  
 ● **F02750-17** 17cm  
 ● **F02750-11** 11cm

BEVERAGE SERVICE



● FLAT RIM TEA/COFFEE CUP  
**F02514** 25cl  
 ● FLAT RIM TEA/COFFEE  
 CUP SAUCER  
**F02515** 16cm



● FLAT RIM ESPRESSO CUP  
**F02516** 13cl  
 ● FLAT RIM ESPRESSO SAUCER  
**F02517** 11cm



● FLAT RIM TEA POT  
**F02518** 71cl (1-2P)



● FLAT RIM COFFEE POT  
**F02519** 60cl (1-2P)



● FLAT RIM SUGAR BOWL  
 WITH COVER  
**F02523** 10.8 x 8.3cm



● FLAT RIM CREAMER  
**F02524** 17cl



● INFLIGHT OBLONG TRAY  
**F02410** 15 x 8.3cm



● OVAL DISH  
**F02711** 17.8 x 9.5 x 3.6cm(h)

● CORE STOCK ITEMS  
 All other products are available upon request and are subject to delivery times

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices.

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)



## Nomadd

Matt and shiny textured finish to add a new dimension to your presentation



### PLATES & BOWLS



NOMADD PLATE  
**F02831** 12cm - White



NOMADD BOWL  
**F02832** 12cm - White



NOMADD PLATE  
**F02835** 18cm - White



NOMADD BOWL  
**F02836** 18cm - White



NOMADD QUARTER BOWL  
**F02833** 11.3 x 8.2cm - White



NOMADD LEAF BOAT  
**F02834** 11.5 x 4.2cm - White



NOMADD PLATE  
**F02841** 12cm - Sky Blue



NOMADD BOWL  
**F02842** 12cm - Sky Blue



NOMADD PLATE  
**F02844** 18cm - Sky Blue



NOMADD BOWL  
**F02844** 18cm - Sky Blue

● CORE STOCK ITEMS  
All other products are available upon request and are subject to delivery times

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices.

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)

NARUMI

AFTERNOON TEA

Click on the range names below to link to their page.



Platinum Line



Accessories



For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)



## Platinum Line

- The best form of understated elegance
- Dishwasher safe



### PLATES & BOWLS



CHINESE FLAT PLATE WITH PLATINUM LINE  
**F02707-29** 29cm  
**F02707-26** 21cm



FLAT RIM PLATE WITH PLATINUM LINE  
**F02810-21** 21cm

### BEVERAGE SERVICE



TEA/COFFEE CUP WITH PLATINUM LINE  
**F02800**  
 SAUCER WITH PLATINUM LINE  
**F02801** 16cm



ESPRESSO CUP WITH PLATINUM LINE  
**F02808**  
 ESPRESSO SAUCER WITH PLATINUM LINE  
**F02809**



TEA POT & LID WITH PLATINUM LINE  
**F02802** 71cl



COFFEE POT & LID WITH PLATINUM LINE  
**F02803** 60cl



SUGAR BOWL AND LID WITH PLATINUM LINE  
**F02804**



CREAMER WITH PLATINUM LINE  
**F02805** 17cl



CASTER TRAY WITH PLATINUM LINE  
**F02806** 25cm



BUTTER DISH WITH PLATINUM LINE  
**F02814** 9.5cm  
 COVER FOR BUTTER DISH WITH PLATINUM KNOB  
**F02813**



MARMALADE POT WITH PLATINUM LINE  
**F02807**



JAM POT/SMALL CUP WITH PLATINUM LINE  
**F02811** 6.8 x 3.3cm(h)  
 LID FOR JAM POT/SMALL CUP WITH PLATINUM LINE  
**F02812** 6.8 x 3.3cm(h)

### ACCESSORIES



JAM POT/SMALL CUP  
**F02705** 6.8cm x 3.3cm(h)  
 LID FOR JAM POT/SMALL CUP F02705  
**F02706** 6.8cm x 3.3cm(h)



MARMALADE POT  
**F02704** 6 x 6.1cm(h)



CASTER TRAY  
**F02526** 25cm



SALT SHAKER  
**F02470** 5.4 x 8.5cm(h)  
 PEPPER SHAKER  
**F02471** 5.4 x 8.5cm(h)



EGG CUP  
**F02467** 5.2 x 6cm(h)



DRESSING BOAT  
**F02468** 21 x 9.2cm(h) - 34cl



AMUSEMENT SPOON  
**F02469** 10.5cm



CREAMER JUG  
**F02712** 8.9 x 6.2 x 4.3cm(h)  
 170cc



CHINESE WHITE SPOON  
**F02466** 13cm

- **CORE STOCK ITEMS**  
 All other products are available upon request and are subject to delivery times

For full product selection please visit our website [www.goodf.co.uk](http://www.goodf.co.uk) and register your details to see all prices.

Tel: 0844 3345232 | Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)

# 1

## NARUMI Bespoke Plate Design Proposal

### GUIDELINE FOR MOQ & LEADTIME

	Category	Example	Design Volume	MOQ		Step 1: Design Sketch Leadtime image	Step 2: Sticker Sample Leadtime image	Step 3: Fired Sample Leadtime image	Step 4: Mass Production Leadtime image
				Initial	Re-order				
1	Logo	One Point Logo	Light	100pcs/order	50pcs/order	>1 week	(2 weeks)	3 > 4 weeks	5 > 7 weeks
		One Point Logo with Color Line	Light			>1 week	"if necessary"	3 > 4 weeks	5 > 7 weeks
2	Show Plate Only	Simple Design with a few colors	Middle	250pcs/item	-	1 > 1.5 weeks	2 weeks	4 weeks	6 > 8 weeks
		Complicated Design with many colors	Heavy			1.5 > 2 weeks	2 weeks	4 > 5 weeks	6 > 8 weeks
3	Various items	Simple Design with a few colors	Middle	5,000pcs /10 items	-	1.5 > 2 weeks	3 weeks	4 > 5 weeks	8 > 10 weeks
		Complicated Design with many colors	Heavy			2 > 2.5 weeks	3 weeks	5 > 6 weeks	8 > 10 weeks

\*The actual schedule might be adjusted based on development capacity.

\*Additional development cost is chargeable if minimum quantity is not met.

\*Depending on the stock availability in Japan.

\*It would be depending on the design and number of items.

\*It would be depending on the total volumes.

\*Add shipping lead time.



#### Step 1 : Design Sketch

After receiving design requests, NARUMI will a Design Sketch on paper or jpeg image.

If multiple colours are to be used for the design, the Design Sketch (on paper) will be sent to check the colour tone style in order to avoid mistakes.

Please note that the colour might differ depending on the PC/Laptop /Copier.



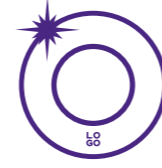
#### Step 2 : Sticker Sample (Optional)

After the design is approved by the customers, the Sticker sample (Copy Paste sample) can be prepared to check the design position.

The colours of the Sticker samples are NOT the same as actual firing sample. However, it's helpful to catch the entire image for the customers.

We recommend you follow this step especially for complex designs and in case there are multiple design proposals.

*(This process is an option, and can be omitted for simple designs.)*



#### Step 3 : Fired Sample

After the order confirmation with approval of the Design/Sticker samples, the Fired samples will be developed, and they will be sent for final approval of products.

The colours of the Fired sample will be based on the design drawing, not Sticker sample, so we need the colour confirmation by Paper sketch in Step 1 or 2.



#### Step 4 : Final Approval

The customer must sign off acceptance of the Fired sample and any amendments agreed before production can begin.

A sign-off document will be retained by G&G, along with the Fired final sample.



#### Step 5 : Mass Production

The customer must accept responsibility and pay for the order before production can commence.

Once production has commenced no adjustment can be made to the design.

### REQUIRED MATERIAL /DATA

#### CUSTOMER'S OWN DESIGN

Please send us:

- Design data in Ai / Eps / outlined PDF
- Instruction on size & positioning of the design motif / logo
- Color specification (e.g. "Pantone No.xxx"; "The same blue color as Anatolia Blue")

#### NARUMI'S PROPOSED DESIGN

Please send us:

- Interior design rendering/Mood board
- Concept of the outlet
- Design requirements (e.g. Color? Specific design motif? Simple? Gorgeous?)



Tel: 0844 334 5232  
Email: sales@goodf.co.uk  
www.goodf.co.uk

### DECORATION EXAMPLES

#### 1. LOGO

One Point Logo

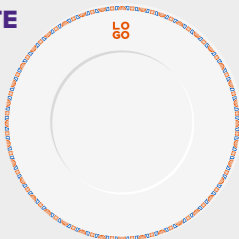


One Point Logo with Color Line



#### 2. SHOW PLATE ONLY

Simple Design with a few colors

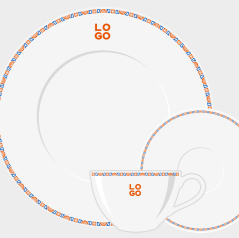


Complicated Design with many colors



#### 3. VARIOUS ITEMS

Simple Design with a few colors



Complicated Design with many colors



# 2

## VISIT OUR SHOWROOM

Our showroom is the 'go to' place for a unique experience in selecting tableware or food display concepts for your restaurant or catering site.

Our team are there to advise on style, functionality, pricing and concept design involving exclusive crockery, glassware, cutlery, buffet display and hospitality set ups.

Our collection changes weekly, so even if you have been before we are always worth another visit.

20 LITTLE PORTLAND STREET, LONDON, W1W 8BS

**Make an appointment now Call 0844 334 5232**

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

**Visit:** [www.goodf.co.uk](http://www.goodf.co.uk)



## HOW TO ORDER

### Opening a credit account is quick and easy.



**Call us**  
Mon - Fri 8.30am – 5.00pm

**0844 334 5232**  
(+44 (0) 191 518 4545 for outside UK)



**Email us**

[sales@goodf.co.uk](mailto:sales@goodf.co.uk)



**Visit our website**

[www.goodf.co.uk](http://www.goodf.co.uk)



**Write to us**

Sales Team  
Goodfellow & Goodfellow  
7-8 Burdon Drive  
North West Industrial Estate  
Peterlee  
Co. Durham  
SR8 2JH

If you don't have an account with us already, it's quick and easy to set up. Just call our number or go to the website [www.goodf.co.uk/register](http://www.goodf.co.uk/register)

### Delivery

FREE DELIVERY on orders over £90 ex vat-mainland UK only. Standard next day delivery charge £9.50 for all orders under £90 ex VAT.

### Dispatch

Orders placed before 4pm for stock items will be dispatched same day. Timed and Saturday deliveries are available, our sales team will advise charges before order completion. \*\*Exclusions apply.

### Returns

Goods returned will be accepted entirely at G&G's discretion within 30 days of delivery to you provided that they are returned unused, in perfect condition and in their original packaging.

You must contact us for authorisation to return goods on our telephone number 0844 334 5232. Any goods returned to G&G without authorisation or which are not in the condition set out above will be rejected and returned to you at your cost.

### Payment Options:

By Card – all major cards accepted

### 30 Day Credit Account:

Open a 30 day credit account – contact [accounts@goodf.co.uk](mailto:accounts@goodf.co.uk) or 0844 334 5232. All applications are subject to status and credit clearance.

### Cheques

Please make cheques payable to Goodfellow & Goodfellow, please provide guarantee number and address on the reverse of the cheque – please allow 5-7 working days for cheque to clear.

A comprehensive set of Terms & Conditions are available on our website. Please visit <https://www.goodf.co.uk/terms-conditions-17>



GOODFELLOWS

7-8 Burdon Drive, North West Industrial Estate, Peterlee, Co. Durham SR8 2JH  
Tel: 0844 334 5232  
Email: [sales@goodf.co.uk](mailto:sales@goodf.co.uk)