



COMPANY PROFILE

EASY TO DEAL WITH

Clubhouse refurbishment specialist Ease & Co has worked with many clubs over 30 years and is proud of its reputation for quality and value, explains Llew Monger

MADE IN ENGLAND. Not a statement we come across so often these days but that's the proud boast of clubhouse refurbishment specialist Ease & Co. Founded in 1976 by Denis Lonie in Kingston-upon-Thames and now run by his son Gary, this family business has gone from strength to strength and is now a leading manufacturer and supplier of quality bars and bar furniture.

Although Ease & Co does occasionally work with pubs and hotels, its specialist area is the club sector and within that it has developed a particular interest – and expertise – in golf clubhouse refurbishment. An ever increasing, and very impressive, list of golf clubs have called in the company to provide anything from a few tables and chairs to a new bar and in many cases a complete refurbishment of one or more rooms in the clubhouse.

One of the things that sets the company apart is the 'Made in England' tag and it's not for any jingoistic reasons, as Gary Lonie explained: "Quality and value are at the core of our customer offer and that's why we prefer to manufacture everything ourselves rather than import from the Far East as many do." Ease and Co has a substantial manufac-

turing operation in Kingston-upon-Thames, where traditional methods are supported by the most modern equipment and technology.

Bars and furniture are made from kiln dried timbers such as beech, oak, maple and walnut, all sourced from ecologically and sustainably-managed sources. Polishing with acid catalysed lacquer ensures that surfaces can withstand the most severe treatment and as a result look good for much longer. Furniture is traditionally upholstered with fixed seating and chairs are manufactured using natural fire retardant materials to conform to the latest UK legislation.

Also based at Kingston-upon-Thames is the company's design studio where customers' dreams start to become reality. Thirty years of practical experience in manufacturing leads to the latest in design technology produces an unrivalled service to the customer. Gary Lonie explained: "In all cases we take measurements and photographs on site and these produce working drawings through which we then develop a design scheme to meet the customer's brief. Once we're all happy with the basic layout we can go on to produce illustrations of exactly how the venue will look when the work is com-

pleted." These illustrations, together with samples of the actual tables and chairs, fabrics, carpets and woods to be used, are then presented to those making the final decision. "Customers really appreciate the fact that they can see and feel the quality and visualise the final result," said Gary.

From the point of view of the club secretary / manager, it is usually once the work has started that one of the real benefits of working with Ease & Co becomes apparent. The company provides a full project management service ensuring that all aspects of the job are controlled through a single contact on site leaving the club secretary to get on with running the club. Regular updates and briefings ensure that there are no nasty surprises and by being in control of the whole project from start to finish the company can ensure that the work is completed on time and on budget.

One of Ease & Co's many satisfied customers is Handsworth Golf Club in Birmingham. The brief here was to design a complete refurbishment for the members' bar and dining room in a style which modernised the rooms yet retained the feel of the classic Victorian lodge which housed the facilities. The project also involved significant internal building work. By taking the original fireplace and mantle clock as a starting point, the designers created a scheme which met the brief perfectly and John Asprey, who was chairman of the house committee, couldn't resist the pun when he said: "From first handshake to final goodbye, Ease & Co were easy to deal with!"

A quite radical approach was taken at Shirley Park Golf Club in Croydon where a rather dull room with a dark wood bar was completely transformed by a new light oak bar and furniture, complimented by bright, modern fabrics. Club secretary Steve Murphy took over at the club shortly after the work started and had the club through the changes. "Initially the bright colour suggestions caused some consternation but the skilful blending of woods, fabrics and carpet created a stunning effect," he said. "Bar usage – and takings – increased from day one!" **GCM**

For more, visit www.easeco.co.uk/golf



The new light oak bar and furniture with modern fabric at Shirley Park GC – all made in England by Ease & Co

