GREAT DESIGN LASTS FOREVER
We design and manufacture great furniture to a simple formula. We make sure that what you need and what we do are perfectly aligned. Always.

It takes talented people, significant investment in technology, manufacturing and worldwide scope. But above all, it demands an emphasis on quality shared throughout our organisation. It’s been there since our inception and it remains our strongest asset. From the way we research evolving workspaces, to training apprentices. From achieving up to 99% product recyclability, to investing in the most advanced production technology.

And the end result? Outstanding furniture and service which sets a new benchmark.
HOW WE’RE DIFFERENT

WE SEE OPPORTUNITY WHEN OTHERS SEE RISK.
For our customers, our inclination to try new things means we provide a constant stream of innovation - in product design, workspace planning, service, sustainability and more. We're far from gung-ho about it, but the willingness to risk is part of our make-up, it's why we've come so far.

WE INSIST ON CONTROL.
From Day One we've maintained control of as much of our operations as possible. That's because put simply, the less we rely on third parties, the better we are able to keep our promises to you on things like quality, lead times and responsiveness.

WE’RE PROUD OF WHERE WE’RE FROM.
The North of England was built on the industrial revolution, and we’re proud to be manufacturing here. The tech and the methods are thoroughly 21st century, but our spirit harks back to the 'anything’s possible' attitude of the north’s early engineers and entrepreneurs.

INNOVATION IS KEY TO ALL WE DO.
To be honest, making the same things the same way is boring. We've grown because we can't help improving, re-thinking, re-imagining. We're always trying to make things better.

WE LOVE WHAT WE DO.
We're designers, we're makers, we're organisers, we're team players. And we love how it all comes together to make great products in the best ways - efficiently and sustainably.

ABOVE ALL, WE TRUST OUR INSTINCTS.
Sometimes it’s good to put process aside, and make decisions based on your best instincts. Going with a gut feeling can lead to unorthodox thinking, and that's where innovation comes from.
YOU’RE IN GOOD HANDS

When you deal with anyone here at The Senator Group, you’ll quickly find that we’re straight-talking people. The mix we offer is a combination of forward thinking on things like the environment and advanced engineering, inventive design and aesthetics, but we deliver it all in a simple, honest, down-to-earth way.

Each one of us takes a pride in doing our best work, so that the products and service you receive are the best they can be. We believe you deserve quality and consistency, and that you should experience the highest standards from us all the time, wherever you are in the world.
WE HAVE TWO PRODUCT BRANDS...

Senator designs and manufactures innovative furniture for workspaces. Seating, desking systems, tables, storage - Senator’s wide range of options matches the greater demands of today’s workspaces. Senator also offers Settings™ workspace analysis and planning. The unifying factor is intelligent design, executed by a mix of craft skills and advanced production technology.

THEY COMPLEMENT EACH OTHER PERFECTLY

Allermuir creates contemporary furniture for reception, breakout areas, hotels, restaurants and cafés. Allermuir’s creative influence can be seen in public spaces, reception areas, breakout zones, bars, cafés and restaurants all over the world. Frequently collaborating with world-class designers, Allermuir makes sure quality is consistently high by bringing all products to life with its own manufacturing facilities.
The Senator ethos is founded on understanding the workplace in all its variations, and how people use and occupy the space. To stay ahead of these ever-evolving dynamics, we combine our own knowledge with the insights of workplace consultants, academics and analysts. The results of this approach can be seen in our solutions all over the world, from multinational corporations and home offices to academic institutions and beyond.

We offer:

- Task seating
- Multi-purpose seating
- Conference seating
- Lounge seating
- Private working and acoustic solutions
- Desking, including height adjustable formats
- Table systems
- Meeting and training tables
- Storage
- Workplace support
Allermuir takes chances. It’s a brand that likes to step out of its comfort zone, be disruptive and is led by ideas, craft and design. Perhaps unsurprisingly, there’s no typical application for Allermuir designs – you may find them in a coffee shop, a transport hub, a chic retail space or a multinational’s foyer. But one thing should strike you with each design – creative flair.

We design:

— Chairs
— Stools
— Soft seating
— Sofas
— Private working and acoustic solutions
— Storage
— Low and occasional tables
— Dining and high tables
— Work tables
WE’RE INSPIRED BY EVERYTHING.
WE’RE INTERESTED IN EVERYONE.
WE IDENTIFY TRENDS...

AND WE SET THEM.
WE WORK WITH THE BEST DESIGNERS IN THE WORLD

Work modes and spaces are continually changing. What we need from things like desks and chairs is always in flux. The information that flows from orthopaedic and ergonomic research is constantly developing. Ever-advancing technology means new manufacturing possibilities. Even the human form is changing. Design is an efficient way to bring together all relevant factors, to consider the challenge in its entirety and work out the fullest answers.

The Senator Group’s own talented in-house design team collaborates with some of the world’s leading independent furniture designers, to give us the best problem-solving resource we can have. Equally, without our advanced tech, engineers, technicians and craftspeople in the loop, the painstaking process of taking design to fully functioning product could never happen. It is a dynamic team effort.

Ultimately, we believe that the way our products work and the way they look make life better for people, and we believe that design is where the best solutions start.
**BENJAMIN HUBERT**

Benjamin Hubert is an award-winning British design entrepreneur, and founder of creative agency, LAYER. LAYER is focused on experience-driven design for both the physical and digital worlds. Led by Benjamin and a growing creative team, LAYER is partnering with forward-thinking brands – including Nike, Pepsi, BMW, Samsung and Braun – to create products that will help define the way we live, work and communicate in the future.

**JUSTUS KOLBERG**

Justus Kolberg has been running his own design studio in Hamburg since 1997 after completing his studies in industrial design at the Muthesius Academy of Fine Arts and Design in Kiel in 1990. Justus quickly established himself as a household name in the designing of furniture and his amazing career is the result of his smart design methods. Justus draws from his international experience, aiming to combine Scandinavian appeal, German engineering and Italian passion and sensibility.

**WOLFGANG MEZGER**

Wolfgang C.R. Mezger has been passionately committed to creating innovative and poetic design concepts for over 35 years. After initially training in typography and pursuing various musical projects, Wolfgang C.R. Mezger studied design at the Design School in Schwäbisch Gmünd, where he graduated in 1979. Mezger went onto to found his design studio in 1983 in Eßlingen near Stuttgart and his studio is now based in the prestigious area of Göppingen, since moving in 2007.

**MARK GABBERTAS**

Mark Gabbertas is a furniture designer with a different perspective. After ten years in advertising, he trained and worked as cabinet maker, before establishing the Gabbertas studio in 2003. The intent is to create character through simplicity via the rigorous pursuit of designs that have both an elegance and a lasting aesthetic... It is all too easy to shock, but much more difficult to please.

Mark’s approach has earned his designs for Allermuir numerous including a Red Dot and Design Guild Mark for the design of Haven and more recently a Design Guild Mark and a Silver Best of NeoCon Award for the design of Mozaik.

**LUKE PEARSON AND TOM LLOYD**

PearsonLloyd is a product, furniture and innovation design studio led by founders Luke Pearson and Tom Lloyd, and run from a studio in Shoreditch, East London. For the last twenty years, the agency has designed products, systems and environments for the home, workplace, transport and healthcare sectors. In 2008, Luke and Tom were awarded the distinction of Royal Designers for Industry by The Royal Society of Arts in 2012 were named in the top 50 designers ‘Shaping the Future’ by Fast-Co Magazine in New York.

The agency’s work is driven by a need to understand and interpret a world that is experiencing rapid and often unexpected change. It’s in-depth research into these changes - in both the material and digital world - enables PearsonLloyd to create design solutions that are appropriate and relevant for manufacturers, brands and users. The studio is highly collaborative in its approach. It embraces the restrictions imposed by product type, function, material and process and delivers products that are beautiful, efficient and useful.

**Our Designers**
THE WAY A PRODUCT WORKS CAN MAKE LIFE BETTER THAN IT WAS BEFORE IT EXISTED. EVERY PIECE OF FURNITURE WE CREATE IS DESIGNED WITH THIS IN MIND. IT TAKES A CAREFUL AND OFTEN INSTINCTIVE BALANCE OF FORM AND FUNCTION BASED ON INNOVATIVE IDEAS. IT TAKES RESILIENCE TOO. WE WORK HARD AND WE WORK TOGETHER TO CONSTANTLY EVALUATE, TEST, REMODEL AND PUSH FURTHER TO MAKE SURE BRILLIANT IDEAS ARE BRILLIANTLY MADE.

BOTH OUR BRANDS ARE UNDERPINNED BY THIS TIRELESS APPROACH TO DESIGN DEVELOPMENT.
HARD-WIRED TO GIVE ULTIMATE COMFORT

We test, then test, then we test again. The details that comprise our products are the subject of obsessive, lengthy attention. We consider every conceivable stress and strain they may encounter through a long working life, and subject them to rather more pressure than they're ever likely to suffer, just to be on the thoroughly safe side.
MANUFACTURING IS OUR SECRET WEAPON

From the outset, we've believed in the wisdom of retaining complete control of quality control at every stage of production. Rather than outsource manufacture and face the inevitable compromises of oversight and agility that that entails, we've continued to invest in highly capable and adaptable production technology. Trusting everything to our own skilled people and keeping our own technology cutting-edge is The Senator Group's secret to consistent quality.
ATTENTION TO DETAIL. HANDCRAFTED QUALITY. AND EXPERT FINISHING.

The Senator Group is a technology lead manufacturer with good reason; the fact is, accuracy and quality are best served when design is realised via automated digital precision.

But our products require many different processes and human skills, from plywood forming to upholstery, injection moulding to CNC machining. So we think it’s best for people to handle certain aspects of production – applying their artisan skills and making continual quality judgements. Handcraft is crucial, particularly in terms of upholstery and detailed finishing. These are the oh-so-important visible and tactile aspects of quality that demand skilled hand and eye...
WE’RE DESIGNED TO SERVE YOU

You’ll have realised by now that design is our passion – not for its own sake, but for making sense of things, for simplifying and perfecting. So naturally, we’ve used the designer’s mindset to create a straightforward and robust system for serving you.

Our dealer network is key

These are people we’ve taken great care to select, choosing those who share our perfectionist ethos and a desire to truly represent The Senator Group. They’re not just remote addresses which carry some stock; they comprise an integrated worldwide network of teams with in-depth knowledge of our ranges and space planning capabilities.

But most importantly, they understand in detail the different sectors they serve.

If you’re an architect or designer, if you’re in building facilities management and procurement, whether your sector is public, retail, hospitality or corporate, your Senator Group dealer speaks your language.
We maintain showrooms and work with our appointed distributors all around the world. Along with sales and service functions, these relationships give us crucial feedback and localised market information. They help us to spot trends as they emerge and to understand changes in workplaces – it’s the kind of ‘live’ knowledge that continually informs our strategy, and keeps our products aligned with customer needs.
Settings™ is the name The Senator Group gives to the science – and in some ways the art – of designing work environments for people and organisations. We work with leading experts in the subject such as Adrian Campbell, the author of It's all about me - The power of people-first workplace furniture, to ensure that our spatial planning creates flexible, efficient and cost-effective workplaces.

Spatial design planning in the 21st century is a complex, multi-faceted, fascinating discipline. It encompasses behavioural sciences, psychology, social shifts, cultural behaviours and more – but essentially, it's about everything you can imagine that concerns humans and their interactions with each other, with work, working environments and organisations.

Settings™ draws on the most robust workspace thinking available today, and our customers use the service to achieve the most appropriate and positive places for their people to work and thrive in. Because the bottom line is, the happier and healthier your workspace makes your people, the more enabled, energised and productive they will be.
EFFORT MAKES OUR DELIVERY SEEM EFFORTLESS

RAPID LEAD TIMES.
SKILLED INSTALLATION.
OLD FURNITURE AND PACKAGING RECYCLED.
Our quality ethos naturally extends to full installation on your premises. To guarantee the best performance from our products we execute installation as an extension of the manufacturing process – with care, attention to detail and skilled personnel. And aftersales service is provided to the same exacting standards.

**INSTALLATION AND OUR 4-STEP AFTERSALES PROGRAM**

- **SNAGGING** promptly solving any teething issues
- **DAY 2 PROVISION** we don’t walk away once everything’s in place
- **DEDICATED SUPPORT** ongoing and on-call
- **WARRANTY** full, fair and seldom needed
SUSTAINABILITY:

RECYCLED ALUMINIUM CHAIR FRAMES USE 5% OF THE ENERGY NEEDED TO MAKE NEW ALUMINIUM.

CHAIR AND STOOL SHELLS, FRAMES AND TABLE TOPS AVAILABLE IN LOW IMPACT RECYCLED MATERIALS.

DELIVERY VEHICLES TRACKED AND DIRECTED FOR OPTIMISED EFFICIENCY.

MOST PRODUCTS 99% RECYCLABLE, SOME ARE 100%.

MINIMISED PACKAGING, REMOVED AT DELIVERY AND REUSED OR RECYCLED.

HQ BUILDINGS HEATED VIA OUR OWN WASTE MATERIALS.

IN-HOUSE RECYCLING PLANTS, 42 DIFFERENT WASTE STREAMS.

CARBON-NEUTRAL SINCE 2010.

ABOVE AND BEYOND

LEAN ENGINEERING
Using energy and materials sparingly. Always. Fewer mistakes, less waste.

RESPONSIBLE SOURCING
We support and encourage sustainable suppliers.

CARBON OFFSETTING
Taking responsibility for our own CO2 emissions.

THE THREE R’S
Reduce. Reuse. Recycle - recycling as the last resort.

IT’S IN OUR DNA
We don’t like inefficiency. We hate waste. We don’t do it because we have to, we do it because it’s in our DNA, and as we grow it gets more important and we get better at it. As we become more successful it gives us greater power to extend our ambition, not just to our products but through our buildings, our people and the communities that they live.
HOW CAN WE HELP YOU?

We know that planning a space and making it work is quite a consuming challenge, so we’re always here to help. No matter what stage you might be at, please feel free to get in touch with any questions about our products and services, as well as any general issues about planning your space, we’ll always listen, think and do what we can to give you useful advice and helpful solutions.
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