



Anti Copying in Design (ACID) Member Focus is a regular series where we feature individual members who answer a set of questions about their businesses, how they got started, how they protect their designs and use all aspects of IP as a positive force for growth. We also ask them what their messages are to Government on design and IP law reform and other IP issues. The complete articles are on our [website](#), but we have extracted the particular answers below to our question:

ACID is campaigning for stronger enforcement for design infringement and we value the support of our members to enable ACID to campaign for design law reform. Do you have any messages for Government/Policy Makers on IP issues?

These examples all focus on a common theme:

- stronger enforcement.
- cost & time effective access to IP enforcement.
- Introducing criminal provisions to be extended for unregistered design infringement as a real deterrent against copying.

1. Lola Design, Amanda Mountain

<http://www.loladesignltd.com>

“More stringent, transparent and imposable regulation on penalties for copying would be welcomed. Despite anti copying laws existing they are still difficult to apply and require budget to support your legal bills and an appetite for risk when challenging another party, which is all quite stressful.”

Lola Design are a UK based boutique producer of premium greeting cards, art and stationary items led by husband and wife team Amanda (aka Lola) and Frank. All art is designed in house and manufactured in the UK.

Lola Designs has been a member of ACID since 2013

2. Helmm, Sam Cranwell

<https://helmm.co>

“Please keep IP rights unified across Europe - the rights to own our own work should be everywhere, not just in the UK.”

Helmm make stylish and practical standing desks, laptop stands and work accessories for people who want to improve their health, wellbeing, and office interiors. Perfect for the contemporary workspace or home office, Helmm's interesting and architecturally influenced products are designed to help with back-pain, productivity, and space-saving.

Using a sustainable, soft-to-the-touch wood, their UK-made, Scandi-styled products require no tools to assemble whatsoever.

Helmm featured in ACID Magazine in 2018.

Helmm joined July 2017 – Ceased August 2018.



3. Helen Russell Creations, Helen Russell

<http://www.helenrussellcreations.com>

"We seem to stand to lose a lot of the intellectual property rights that came about through European law as we head for Brexit, and they were by no means perfect! For a sole trader like me registering each design through government is not practical or affordable. I want to be able

to design a pattern or complete an illustration and put my name on it and know that it is automatically seen and recognised as my work. If I can prove the date, I created that work through something like the ACID IP Databank then that should be legally binding enough to put an end to a copying issue.

I cannot imagine that government representatives or policy makers on IP would be happy if they spent weeks writing a report or campaigning successfully for change for someone else

to come along and take all the credit. At least they would still get paid. If someone copies a self-employed designer or artist or any business then it's not just idea theft, it's theft of time and immediate and long-term income from that idea.

The sector has proven time and again the economic and social benefits it brings to the UK. We need the policy makers to recognise this and to support an industry that is made up of lots of individuals who have brilliant ideas and lots of passion for what they do. We shouldn't have to fight to prove what is ours, we should be using that time to make the UK creative industries sector even stronger and better to achieve sustained growth!"

Helen Russell Creations like to celebrate life through homeware, surface pattern and illustration. After 10 years working in arts marketing Helen Russell Creations was launched at the British Craft Trade Fair in April 2011.

A love of book illustration, animals, being outdoors and storytelling are central to her work.

Helen Russell Creations have been ACID members since 2013.

4. Gaynor Fuge, Gaynor Fuge

<https://www.woodywomansworld.com/>

"I fully support ACID campaigning for unregistered design right to have criminal provisions to really put the D in "deterrence" against copying."

Gaynor Fuge is inspired by all things wood. Handmade products vary from illustrations to tactile pieces of wearable art, interior products and carved way markers for nature trails and Interpretation Panels. Working with reclaimed, recycled or wood from sustainable sources each piece evolves with heaps of passion, an eye for detail and the desire to make someone happy.

Gaynor has been an ACID member since 2013.



5. Claire Elsworth Design, Claire Elsworth

<http://www.claireelsworthdesign.com>

“Help UK designers to get the protection they need whether it's from infringement or changes in design law that will affect us after Brexit, we are a valuable UK industry.”

Claire Elsworth Design is a luxury wallpaper and home decor brand for maximalist interior enthusiasts seeking uniquely opulent designs for sanctuaries of luxury within the home. Launching in Pulse at Top Drawer September 2019. All their products are designed, printed, and manufactured in England, using environmentally friendly inks and processes.

Claire Elsworth Design Has been an ACID member since 2017

6. Lindsey Child Environmental Artist, Lindsey Child

<http://tidalmarks.com/> (website unavailable)

“I think that there is need for significant development in IP issues particularly via social media and online infringement. I have now spent over 200 hours producing an evidence timeline of documentation and liaising with Instagram via its copyright infringement department to no avail. The system to send a copyright infringement complaint was strange, as the writing was

so small and I could not even tell if anything had been sent. As I do not meet their criteria there is no response

Further to this I feel the current copyright system for artwork is flawed, as discussed previously and more emphasis is concentrated on, for example, the Music Industry. As, historically, no investment has been put into supporting Design and the Arts these are blatantly being ripped off via social media, leading to loss of earnings. Copyists effectively make it look like I am copying them as they are pre-empting my development work and flooding the market ahead of me, causing a secondary, damaging impact on my sales.”

The environment and impacting issues caused by manmade pollution is a driving force for Lindsey Child's new emerging work, currently semi abstracts & whimsical depictions of flora before coastal erosion & climate change changes natural beauty.

Lindsey Child Environmental Artist has been an ACID member since 2018

7. Salon Libertine™ London, Victoria Hill

<https://www.salonlibertinelondon.com/>

“I really wish there could be a simple Global standard on IP theft. I understand that this would be hugely complicated getting all countries together, but if we could at least get an agreement across the EU and one that will extend after Brexit, that would be a fantastic start! A start would be parity of rights and criminal provisions for unregistered design infringement to bring the UK in line with criminal infringement for intentional registered design infringement.”

Salon Libertine London are a new London-based luxury interior lifestyle brand, set-up by Victoria Hill, offering textiles, wallpaper, and fashion accessories. Their textiles and wallpapers are printed in England, Scotland, and Northern Ireland, using locally sourced base cloths wherever possible and small British businesses with hundreds of years of experience.



Salon Libertine have painstakingly selected the highest quality natural base cloths including sublime pure Irish Linen, 100% British Cotton Velvet, Cotton Silks, Heavy Cotton Sateen, and Irish Linen Union.

Victoria Hill t/a Salon Libertine London joined Nov 2017 – Ceased December 2019.

8. Lynn Forder Designs, Lynn Forder

<https://www.lynnforderdesigns.co.uk/>

“As a UK designer, I feel that it is critically important we have the protection required to offer our services in the global marketplace. Because of this, I ask that the UK Government seeks to create similar or better protection standards than currently exists within the EU.”

Launched in 2018, Lynn Forder Designs is a textile and print design studio based in Scotland.

Lynn is a self-taught Surface Pattern Designer originally from Edinburgh, now based in Fife where she works from her home studio creating beautiful yet simplistic designs for a range of homewares and accessories. All her products are made in Britain, including the printing of the fabric itself, with incredible care and meticulous attention to detail at every stage of their journey.

Lynn Forder has been an ACID member since 2018.

9. The Crafty Lass® Paula Milner

<http://www.thecraftylass.com>

“It is very difficult for SMEs to take legal action because of the time and costs involved. I would like to see simpler design laws and access to justice made more accessible to micro and small businesses. Creativity and innovation are the lifeblood of the creative industries and those who possess these skills need to ensure that their IP is not eroded by copying. The Government must encourage an ethos of respect for IP and support this with a much more robust enforcement system against those who steal. IP theft should be treated just as seriously as the theft of other valuables.”

The Crafty Lass' craft workshops, projects and tutorials are intended to be therapeutic, not 'difficult' or 'exclusive' - just some crafty time out from our busybusybusy modern day lives. A chance to learn a new skill, relax, meet, and engage with fellow like-minded people (face to face, or in the wonderful online crafty community) - and make something both unique and beautiful at the same time.

The Crafty Lass® studio - 'The Old Grain Store' is in the beautiful village of Lower Boddington, Northamptonshire - full of rustic charm, yet a stylish, industrial setting. And it is here, that Paula makes bespoke creative commissions, and works on providing accessible crafty inspiration!

The Crafty Lass has been an ACID member since 2013

10. Chiselwood Ltd, Mel & Martin Holliday

<http://www.chiselwood.co.uk/>

“We had the unfortunate experience of taking a company to Court. Although supposedly small claims, the process was costly, taking a few years and the outcome was not conclusive. SME's find it hard and emotional to protect their designs and if this process is hard to act on, they are



less likely to follow through to prosecution. Deterrence at the beginning would be better, streamlining the process for quicker, less costly outcome would help.

Education: starting from young designers in colleges and universities giving awareness of what IP infringement is and how to protect designs.

Campaigns for general social awareness that the design sector contributes hugely to the UK economy and provides nearly 1.7 million jobs. Promoting “Proud of British Design” encouraging everyone to embrace inventors and designers alike and shouting loudly about the intellectual property which underpins it!”

Design Director, Martin Holliday has always been inspired with great architects such as Gaudi, Hadid and Foster. He is now recognised as one of the leading kitchen designers in the world.

This has rewarded him with many design awards including European winner of KDC Award America (Sub-Zero Wolf Awards). Martin strives to be creative and innovative when working on projects. Often stretching the boundaries with his designs, using mixes of material shape and colour, Martins furniture is recognisable and distinctive.

Chiselwood have been ACID members since 2013.

11. Melver Design, Nick Mellor

<http://www.melver.co.uk>

“Design law is very complex, so a priority is to make it easier to understand the laws regarding IP. Strengthen individual’s power to protect their work through exemplary damages would be a great start. I would also like to see the introduction of criminal provisions for unregistered designs as this would send a real deterrent message to those who copy as a deliberate strategy.”

Nicholas Mellor's love of contemporary furniture, and a desire to experiment with materials and techniques, resulted in Melver Design.

After a successful career in project managing electrical installations, Nick decided to follow his creative side and after completing a furniture design course run by Marc Fish, achieved the ambition of running his own business. Nicholas's interest in mid-century, modernist style and geometric abstraction combines beautifully with vivid colours and wood veneers to create truly unique pieces of furniture and light fittings.

The studio is based in Newhaven harbour, East Sussex.

Melver Design has been an ACID member since 2017

12. Deakin & Francis, James Deakin

<http://www.deakinandfrancis.co.uk>

Criminal provisions for intentional Registered design infringement but also for individual directors – *“As soon as there are test cases and the industry can see the impact of copying, this will certainly become more of a deterrent.”*



Three recommendations to Government – *“Easy reporting of design theft, register of design infringes, Promote legal cases.”*

Since 1786, Deakin & Francis have been mastering the art of luxury unique cufflinks, bespoke jewellery and fine accessories. With hundreds of years of experience under their belt, they take pride in their heritage and continue to curate exquisite collections for their customers.

Historically, Deakin & Francis’ brand has been renowned for its product designs, distinguished craftsmanship and excellent service. They have adapted to their clientele’s demand and emerging trends, ensuring the quality and design of their accessories always impresses.

Deakin and Francis have been ACID members since 2013

13. Lorna Bateman Embroidery, Lorna Bateman

<http://www.lornabatemanembroidery.com/>

“I would love to see IP laws firmly enshrined within the constitution, with infringement punishable by law, and clear policies set up for designers to be aware of and be able to use if needs be. Small business practice has been actively encouraged by the government and as a small business on whose income I totally depend, I would like to be confident of backup in this area without having to incur huge costs with IP infringement.”

Lorna Bateman is an accomplished embroidery designer who is well known for her delightful floral work. She loves all forms of 3-dimensional, raised and textured embroidery and tries to encompass as many of these in her designs as possible. Originally from South Africa, Lorna has lived in the UK for almost 20 years where she works full time as teacher and designer. She has recently published her first book Embroidered Country Gardens.

Lorna Bateman has been an ACID member since 2015.

14. Ammique Ltd, Marlene Greenhalgh

<http://www.ammique.com>

Criminal provisions for intentional Registered design infringement but also for individual directors – *“IP deterrents and a more rigorous system of enforcement are paramount to the creative industries.”*

Three recommendations to Government – *“Much tougher penalties for design infringement; cracking down on online marketplaces who appear to pay lip service to IP infringement on their platforms; easier access to a much more simplified Court system and making the infringement of an unregistered design a crime. These key changes would proactively support what is one of the UK’s most significant assets, its design, manufacturing and interiors industries.”*

The Ammique brand is a revolutionary sleep brand offering a range of headboards, hand crafted furniture, decorative bedding and white bedding such as duvets and pillows, pure white 100% Egyptian cotton tailored Coversofts, sheets, duvet and pillow covers; all of which are available to buy online and can be seen in London.



But the story does not end there. Beyond the mix of colour, texture, headboards, panelling, fabrics and furnishings, Ammique offer sleep enhancing fragrances as well as a bespoke service including the design and installation of temperature controlled, lighting and audio-visual systems to create your perfect Ammique sleepscape™ sanctuary.

Ammique have been ACID members since 2019.

15. MeanMagenta, Paola De Giovanni-Pastore

<https://paoladegio.wixsite.com/meanmagenta-photos>

“My message is that the creative industries in the UK are a very valuable financial asset also for the national economy. British culture is also represented by the designers, makers and artists, they give prestige and generate employment, commissions, sales, exhibitions and

international exchanges. Creative businesses deserve to be protected against all forms of intellectual property theft, which I consider like the theft of somebody’s personal identity, along with the unlawful appropriation of the actual work that goes into the creation of a collection, design range or piece of art.”

Paola De Giovanni's photographic work focuses on the strengths of simple things often overlooked in today's fast-paced society. She uses her camera to document and preserve dramatic light, timeless beauty and fleeting moments of perfection, both in an urban environment and in nature.

Paola specialises in architectural details, flower photography with a twist and environmental portraiture. Paola's photographs often inspire her collections of printed textiles for interiors and home accessories.

Meanmagenta Photography has been a member of ACID since 2019.

16. Tigerlily Makes, Lisa Olson

<http://www.tigerlilymakes.co.uk>

“Design theft is costing the industry too much and not just in monetary value but in terms of time, emotional stress and devaluation of a person’s expertise. It can also hold you back from progressing in your field or industry for fear, someone will take your design, tweak and mass produce it. The cost is so much more than financial cost, and something must be done to address it and educate people that stealing someone’s design is theft on many levels. It is not ok and when it happens to a small one-person business like me, the impact is devastating. Big companies have the manpower and budget to employ people to design for them, they have a responsibility to make sure those designs are genuine and don’t belong to someone else the government should be making provision to eradicate this.”

Lisa Marie Olson is a visual storyteller who uses soft textiles such as felt, fabric and threads to create interesting and fun narratives. Over the past 35+ years Lisa has continued to develop skills in all areas of creativity, from creating decorative items for the home, up-cycling, paper crafting and felt-making. Many of Lisa's designs are created and inspired by an enormous love of classic fairy tales and stories such as Alice in Wonderland, The Chronicles of Narnia, The Hobbit, The Grimm Brothers and Dickens. It is the characters and adventures within the pages that jumped out and sparked Lisa's interest from a very early age. It is those very characters



that have inspired her unique Lily the Lamb, Alice by Lily, felt wonderland and felt fairyland ranges and the adventures that follow them.

Tigerlily Makes has been an ACID member since 2013.

17. Architectural Heritage Ltd, Alexander Puddy

<http://www.architectural-heritage.co.uk>

Is enough done by government to promote IP respect in corporate social responsibility? *"I would say the government has a lot of catching up to do on several fronts."*

Do you believe that if stronger enforcement for design infringement is extended to unregistered designs infringement, it will become more of a deterrent, and would you support this? *"Yes, and Yes."*

Do you think there should be exemplary damages for design theft? *"I do not like blanket statements and think each case should be taken on its merits – I would however say that a high monetary ceiling for damages would allow for more scope to punish the worst offenders."*

Architectural Heritage specialise in Antique and Classic Modern Garden Ornament, fountains and planters, Modern British Sculpture and Architectural Interiors including panelling, staircases and chimneypieces.

Architectural Heritage have been ACID members since 2013.

18. Stylists Own, Elaine Green

<http://www.stylistsown.co.uk/>

"Making design law both easier to understand and use would be one of the most pressing issues for reform. More support and protection for smaller design businesses and individual designers is needed to reflect the value of their contribution to the UK economy – existing systems need to be more cost and time effective."

As a designer maker trained in metalsmithing Elaine has spent her working life creating anything from sculptural garden features to doorhandles, props for fashion shoots and bespoke home furnishings for a diverse clientele. Elaine has been lucky enough to experiment and play whilst gaining knowledge and experience along the way. She loves to work with individuals creating bespoke sculptural pieces that serve a purpose and answer a brief, especially if the need is for something extraordinary and unique.

Stylist's Own has been an ACID member since 2016.

19. Phat Design, Christian Cowper & Claudia Surrage

<https://www.phatdesignstuff.com>

Do you have any messages for Government/Policy Makers on IP issues? *"Increased accessibility in terms of education/information. I want to feel confident I have done all I can do to protect my work before something bad happens."*



PHAT is a British design studio representing the collaborative work and professional partnership of Claudia Surragge and Christian Cowper.

Operating in an array of creative fields, Christian and Claudia's experience spans from furniture, lighting, and product design, to ceramics, jewellery, and sculpture. Projects are undertaken both in collaboration with established companies, as well as personally designed and produced work.

Christian and Claudia combine youthful simplicity with elegant sophistication - playfully treading a path between art and design.

Phat Design have been ACID members since 2018.

20. Rachel Simpson Ltd., Rachel Simpson

<https://www.rachelsimpsonshoes.co.uk>

Do you believe that if criminal provisions are extended to unregistered designs infringement, it will become more of a deterrent? *"I don't think it should matter if a design is or isn't registered - if you're intentionally copying someone else's design you're infringing their copyright regardless. For independent brands it can be unachievably costly and to register every single design, and as it's often the larger companies doing the copying, it seems unfair that unregistered designs aren't equally protected."*

Three recommendations to Government? *"Firstly, now it very sadly looks as though the UK will be leaving the EU, I think it's important the government give us some guidance and clarity on how we protect our unregistered designs within EU27. I think it's vital they move quickly to allow unregistered designs to be heard in the Intellectual Property Enterprise Court Small*

Claims Track Court. Lastly, I do believe that infringement of an unregistered design should be made a crime, as this will formally recognise the value of design to the UK and create a true deterrent to would-be copycat companies."

Rachel Simpson Ltd is based in Birmingham, UK where they have their own dedicated warehouse, office, and customer showroom. Their small family like team are committed to giving all their customers a memorable experience through their friendly and personal approach. Known for their intricate design, there can be as many as fifty or more individual pieces which go into each pair of Rachel Simpson shoes. Whilst some are cut using specially made knives, many are still cut by hand.

Rachel Simpson has been an ACID member since 2017.

21. Hannah Louise Lamb, Hannah Lamb

<http://www.hannahlouiselamb.co.uk>

"As design in the UK contributes so significantly to the UK's economy, I would like to see greater acknowledgement of the importance of design rights. Now, more than ever post-Brexit, our UK designers need to be celebrated and their work protected."

Hannah Louise Lamb creates beautiful, bespoke hand-crafted jewellery inspired by coastlines, landscapes, and city skylines around the world. From intricate hand-piercing to painstaking cut-outs, Hannah consistently captures unique and personal stories with the highest level of craftsmanship and experience.



She currently sells her work through galleries and shops across the UK and the USA, designing heirloom-worthy to be passed on for generations to come.

Hannah Louise Lamb has been an ACID member since 2013.

22. Scabetti

Dominic and Frances Bromley

<http://www.scabetti.co.uk>

"It would be great if legislation was in place to force high street and internet retailers to take greater responsibility for not purchasing copies."

Scabetti is the British studio established by Dominic and Frances Bromley in 1999. Known initially for their range of interior ceramics, they have built up an international reputation for the creation of sculptural lighting and installation work. The Scabetti portfolio includes commissions in corporate headquarters, hotels, private residences, restaurants, and cruise liners.

Scabetti have been ACID members since 2013.

23. Kit Heath, Kit Heath & Katie Nickell

<http://www.kitheath.com>

Do you believe that if criminal provisions are extended to unregistered designs infringements, it will become more of a deterrent? *"Positively, yes. ACID have helped us to hold people to account and to deter others we need to 'name and shame' and publicise your successes."*

Do you have any recommendations to Government to stem the tide of blatant design theft to support the jewellery and broader design sector? *"More substantial penalties/ fines and criminal sanctions could help with compliance."*

In 1984 brother and sister co-founders Kit Heath and Katie Nickell began their design partnership, taking inspiration from the beauty of their North Devon home and timeless British style. A young Kit had melted down the family candlesticks to create sterling silver jewellery that he sold to friends and family. His passion for jewellery ignited, Kit went on to sell into gift and jewellery shops from his VW camper van and Katie collaborated and led the creative side. Today Kit Heath is an award-winning brand, internationally desired and synonymous with an understated confident aesthetic, renowned for distinctive, classic yet contemporary designs.

Kit Heath Limited is a trusted and respected British family company designing beautiful silver jewellery, designing jewellery is their passion and at the heart of all that they do.

Kit Heath have been ACID members since 2013.



24. Maid in China Ltd., Emma Royston

<https://maidinchinadesign.com/>

"I have seen previous companies where I worked, deal with rip-off products alone - unless willing to undergo expensive legal proceedings. It feels as though the law is extremely complex around this area and all the risk is with the designer/manufacturer. Giving the designer more power and straight forward information to deal with copies, but also a more stable way to deter imitations in the first place, would be hugely beneficial."

From the logo to the products, Maid in China has been inspired by wordplay, unusual ideas, and clever design.

Established by UK designer Emma Royston, it develops high quality products that are always unique.

Maid in China have been ACID members since 2018.

25. Axminster Tools & Machinery, Alan Styles

<https://www.axminster.co.uk/>

ACID is campaigning for stronger enforcement for design infringement. Since the 2014 IP Act introducing criminal provisions for intentional registered design infringement but also for individual directors, do you believe that if this is extended to unregistered designs infringement, it will become more of a deterrent, and would you support this? *"I think it would potentially become more of a deterrent but that it would be harder to police. There would also need to be far greater awareness from individuals as to what design infringement constitutes and what the provisions are for dealing with it. Whilst I think it may help, people still break the*

law about registered designs, so implementing this further for unregistered designs may continue to be ignored by those who choose too. In terms of supporting it, I genuinely

believe that for anything to be effective, we need to ensure that all business owners and individuals are fully aware of what intellectual property is and the rules, regulations, and rights around it. If individuals are educated well then anyone then knowingly breaking those regulations should clearly face penalties for doing so."

Located in the South West of England and predominantly distributing across the UK, Eire and mainland Europe, Axminster Tools & Machinery has established itself as a market leader in the mail order tools and machinery industry offering a friendly and personal service to many thousands of customers ranging from trade professionals and businesses to amateur DIY and hobby enthusiasts.

Axminster sources products from all over the world as well as supporting several specialist UK companies. With over 17,000 products lines, a multitude of brands and ranges are brought together on the website and in the stores. Axminster has long been recognised as holding the most extensive range of tools, machinery, accessories, and consumables in the UK.

Axminster Tools & Machinery have been ACID members since 2018.



26. Sandra Vick Ltd., Sandra Vick

<http://www.sandravick.co.uk>

“Protecting the small makers and designers in the UK is really important. They are the innovators and big companies should collaborate with them not steal from them. It would be great to see the government encourage big companies to work with smaller makers more and to licence designs and ensure that creative people are recognised and valued more.”

Sandra Vick creates artist designed gifts and homeware from Scotland. Based just south of Edinburgh, Scotland, Sandra is inspired by both the woodlands and hills of the Pentlands Regional Park and the coastline of East Lothian. She works in her studio painting original artworks that are the inspiration behind all the designs in her shop. She is passionate about the natural environment and ensures that all products are made in the UK and packaged responsibly using recycled and recyclable materials.

Sandra Vick Ltd has been an ACID member since 2019.

27. Gresham Office Furniture, John Carney

<https://gof.co.uk/>

Is enough done by government to promote IP respect within corporate social responsibility?
“We don’t think so. It should be mandatory for those who look to design products to sign up to a membership that has the ethics and rules to design principles. This would make a fairer playing field for everyone.”

Do you believe that if criminal provisions are extended to unregistered designs infringement, it will become more of a deterrent, and would you support this? *“The bigger the deterrent, the more chance people will comply. It is through having more support behind these ideas to discourage infringements, that we all stand more chance of protecting our designs.”*

Gresham Office Furniture have been designing workspaces and furniture since 1976. Gresham stays ahead of trends and fashion and designs, develops, and produces furniture that will enhance tomorrow’s working practices as well as today’s. Gresham’s design department features some of the finest designers working in workspace furniture. Their flair and dedication to the craft is supported by teams handling product and non-standard product design, prototyping and engineering. Every detail is examined, considered, tested, and evaluated, from the smallest screws to seat materials and colour schemes. Gresham was awarded “Best Newcomer” in the International Trade Awards.

Gresham Office Furniture have been ACID members since 2020.

28. Talking Tables, Mark McCormack

<http://www.talkingtables.co.uk>

“Listen carefully to UK designers and lobby groups such as ACID. There are plenty of large operators out there who are quick to rip-off small companies with little fear of recourse.”

Bringing the Millennium in with a bang, Talking Tables was launched in 1999 with an aim to provide fun and stylish products for every celebration. With 19 years of experience in making memories and getting the table talking, the company has gone global with offices in London,



New York, and Shanghai, all committed to bringing friends and family together to share a laugh.

Talking Tables have been ACID members since 2013.

29. Charlie Caffyn Ltd., Charlie Caffyn

<https://charliecaffynfurniture.co.uk>

“IP is everything, and with our departure from the EU, we must be guaranteed protection in Europe and across the world, as businesses like mine are selling globally, representing the UK, and expanding the export business. Innovation and its protection will drive growth.”

Charlie Caffyn designs and makes modern, elegant, solid-wood furniture with architectural influences. Standing up for the traditional craftsmanship values of handcrafted, timeless furniture that lasts generations not seasons, Charlie Caffyn makes each item of furniture by hand from their original designs, and customers can even request changes to make the piece uniquely their own.

Charlie Caffyn has been an ACID member since 2019.

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