



**Press Release**  
**June 13<sup>th</sup> 2016**

## **James Latham to open London showroom**

***The UK's biggest independent timber and panel products distributor, James Latham, has announced the opening of a new showroom in the heart of London's A&D community.***

In addition, the business is also in the final stages of putting its own specialist, dedicated A&D team in place which will focus on servicing this sector.

The 60m<sup>2</sup> showroom, due to open this month, is located at suite 301 of the Business Design Centre and will feature an extensive selection of Latham's exclusive and semi-exclusive panel and timber products with brands including Accoya, Decospan, Egger, Flamebreak, HI-MACS, Kronospan, KYDEX, Medite Tricoya Extreme, Moralt, SmartPly, Teknos Coatings, UPM ProFi, Valchromat, Losan Realwood Veneer, Lumin plywood from Weyerhaeuser, WISA Birch Plywood and XyloClear.

Chris Sutton, Chairman and Managing Director of Lathams Limited, said: "Over the past few years, we have been focusing on strengthening our presence and relationships within this sector and I am really pleased with the progress that has been made. I believe it is now the right time to take this step which will clearly set us apart from our competition by offering a bespoke and unique service to both existing and prospective customers.

Mr Sutton continued: "Our portfolio includes some of the most recognised decorative panel and timber brands in the world and this new showroom is the perfect platform to showcase the sheer breadth of our offering, all under one roof. It literally is the A to X of panel and timber products.

"This is a strategic decision for James Latham and one which has been in development for some time. We have had an on-going dialogue with key suppliers who are all backing the initiative and are extremely excited by its potential. We have signed a three-year agreement with the Business Design Centre and as well as investing heavily in the fit-out we are also making a significant investment in developing, training and building our dedicated A&D team."

The fit-out has been cleverly designed to incorporate a number of James Latham's focus products and as well as a showroom, the space will also be utilised for networking events, presentations, demonstrations, meetings, training and CPD seminars. Plus, James Latham's team can use it for hot desking while in London or for showing customers samples.

Within walking distance of Angel tube station and only minutes from Kings Cross and Euston, the Business Design Centre was originally built as the Royal Agricultural Hall. Opening in 1862, the Grade II building has the look of a beautiful Victorian train station; a huge clock overlooking the exhibition floor, wrought iron supports and wonderful arched ceiling.

Open between 9.30am - 5.30pm weekdays, clients can visit James Latham's showroom to be inspired and gain a greater understanding of the products.

Visit the website [www.lathamtimber.co.uk](http://www.lathamtimber.co.uk) for updates on the opening and events and follow on Twitter ([@lathamsltd](https://twitter.com/lathamsltd)) and Facebook ([www.facebook.com/lathamsltd](https://www.facebook.com/lathamsltd))

**Ends**