

Premium Web Pages enable specifiers to to compare individual products and services.


There are four types of entry.

- Product entries focus on a single product.
- Service entries focus on a specific service.
- Project entries focus on a specific project.
- Company entries profile the company


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Click a thumbnail to enlarge




Serpentine contemporary seat



Serpentine seat

Image zoom

Factory Furniture Ltd



- [Company overview](#)
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CONTACT

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Overview

Key data

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■ **Overview**

Serpentine is designed for use any public space and has featured in many prestigious developments around the world.

The undulating seat components provide a free draining, comfortable, strong seat intended for the most extreme environments.

The natural form of the seat deters skater damage and provides minimum surface area for tagging.

It is available as a bench or a seat, and can incorporate arms.

The seat and back slats are made from FSC certified tropical hardwood or non-FSC oak, with other woods available on request, and aluminium spacers.

Bases are made from satin-polished stainless steel (tubular) or bush hammered grey / white granite (cylindrical / elliptical).

■ **Key data**

- *Product types*
Benches; Seats
- *Frame materials*
Cast stone; Stainless steel
- *Seat materials*
FSC timber; Hardwood; Oak
- *Finishes*
Natural; Oiled; Polished; Satin; Stained
- *Styles*
Contemporary
- *Shapes*
Straight
- *Fixings*
Root fixed; Surface fixed
- *Suitability*
Parks; Streets
- *Length (mm)*
2300
- *Depth (mm)*
460; 570
- *Seat height (mm)*
480

■ **Projects**

- New York Public School No 40
- Glasgow harbour project
- Met Office
- Portsmouth Millennium Development,
- Astra Zeneca
- Minehead seafront development
- Jersey promenades
- Herbert Art Gallery, Coventry
- Manchester Green Quarter
- Braganca river park, Portugal

■ **Downloads**

- Company brochure pdf, 35pp, 3.1 MB
[Download](#)
- Serpentine pdf, 1pp, 2.1 MB
[Download](#)
- Serpentine with back pdf, 1pp, 2.2 MB
[Download](#)
- Serpentine in granite pdf, 1pp, 2.1 MB
[Download](#)
- Serpentine stool pdf, 1pp, 1.8 MB
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1 Image gallery

Images provide information on aesthetics, suitability, design, operation and technical performance.

Number of images

Each entry can have up to 12 images.

Suitable imagery

Suitable illustrations include product shots, project shots, line drawings, diagrams, process schematics and swatches.

For company entries, you could also include corporate imagery, offices, people and logos.

Supplying pictures

Electronic images should be of sufficient quality to reproduce at 120mm wide x 99mm high on screen.

Images up to 10Mb in size can be received by email; larger sizes should be supplied on CD or uploaded through the web using our www.yousendit.com account*. Images should be saved as eps, tiff or jpg files for Macs.

We can also scan slides, transparencies and photographic prints.

* <http://dropbox.yousendit.com/ESIEditorial>

2 Contact information

Logo
Telephone number
Email address
Web link

5 Projects

A list of reference projects can illustrate your project experience. These can be expanded on if you take project profiles.

3 Overview

Every profile starts with a brief introduction to the product, service, project or company, up to 200 words in length. This is prepared as fluent, readable prose.

6 Document downloads

Benefits

With Premium Web Pages you can provide users with additional technical information in the form of downloadable documents.

This way, users can access in-depth information on a specific product, such as the full specification, line drawings, CAD files or case studies.

File types

Files should be supplied to the editor dealing with your entries. They can be sent by e-mail or on CD, or be uploaded through the web using our www.yousendit.com account*.

The files should be suitable for the web – the smaller the file size the better. The bigger they are, the longer they will take to download and the less people will access them.

PDF files are usually the best way to allow people to download documents from the web.

File sizes

For speed of download it is recommended that no individual file exceeds 3MB. We are not able to use any file over 10MB.

• **File content**

Files should be of company brochures, sections / chapters, product sheets, specification sheets or case studies that are relevant to your Premium Web Page.

• **File upload**

Files will be uploaded when your Premium Web Pages are uploaded.

* <http://dropbox.yousendit.com/ESIEditorial>

4 Key data

Each profile will also have its own standard data. This data will enable specifiers to use the dynamic navigation system to refine their search results, and to compare similar products or services.

– *Product entries*

materials, finishes, colours, applications, height, length, width, weight, price etc

– *Service entries*

specific services, project experience, area of operation, minimum contract value

– *Project entries*

client, consultant, contractor, location, contract value, date

– *Company entries*

number of staff, turnover, accreditation, affiliations, awards, operational area, country of manufacture

This innovative level of indexing means that buyers will be able to drill down to find suppliers that can satisfy their requirements very efficiently.