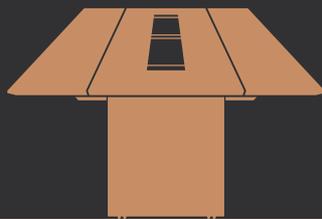




WILLIAM HANDS



PRIME COLLECTION



William Hands

Our process starts with a single sheet of white paper, every mark a statement, every thought witnessed, every stroke adding meaning to a moment in time.

Our ideology and passion for creating the highest quality pieces of furniture demands that we only select the finest materials, meticulously crafting our products without compromise.

Founded in 1906 William Hands reputation for excellence is the result of exceptional service, craftsmanship and design. Manufacturing from the original site on which the company was founded, William Hands is a symbol of the success and evolution of the British furniture industry.

PRIME

FOR THE DYNAMIC BOARDROOM



TIMELESS AESTHETIC

PRIME is the ultimate expression of Boardroom luxury. Dynamic, user friendly and finished to market leading standards, the PRIME system is sure to become the stunning centre piece of any boardroom and conference room environment it occupies. Able to be specified in an infinite number of styles and finish options, from contemporary to classic, PRIME is the most advanced, fully defined flexible boardroom system. Cleverly engineered to be efficient and robust with market leading flexibility.

PRIME'S ability to be demounted by a single user, as well as fully integrate the most sophisticated IT packages, makes it the premium choice for the dynamic boardroom. PRIME has been developed to allow users to maximise the functionality and viability of their premium conference and meeting environments. Beautifully finished top surfaces, hand-crafted from the finest, sustainable natural veneers and solid timbers.

PRIME is the culmination of an extensive design and development program, including feedback from clients. Like all of our pre-defined collections, the range can be uniquely tailored by designers and specifiers not only to meet, but often surpass client expectation. Hidden cable management and contrasting glass inlays with a mitred veneer wrap are stunning features available as standard.



PRIME THE BOARDROOM STATEMENT.

The Boardroom statement. An environment where ideas and opinions are shared, where people collaborate to develop solutions and proposals. The PRIME system has been specifically designed to cater to two specific requirements. Firstly to create a lasting visual impression. Able to be specified up to 1800mm wide and unrestricted in its length, PRIME tables have gravitas and a feeling of competence and quality. The system can be styled to project the ideals and values of an organisation or simply reflect the taste of individual clients.

The second, and most important feature, is its ability to be reconfigured and even fully demounted. This allows users to generate maximum return on their board, conference and meeting room environment by being able to quickly arrange multiple meeting scenarios. All this without having to sacrifice their desire to have a statement table piece around which key clients are engaged, new ideas and directions are conceived and future strategies planned.

Illustrated here with Chamfered edges, undercut to create a delicate and elegant feel. Finished in American White Oak with a white glass inlay detail to the centre and matching white lacquer bases. In the background, our SHADOW storage units cater for essential meeting peripherals and provide a platform from which to serve refreshments. High back PRECEPT chairs upholstered in the finest Scottish hide complete the vista. As a collective they create an environment which is contemporary, stylish and productive.



The above collection of images graphically illustrate how versatile the PRIME system is. In a single space of interconnecting conference rooms, multiple layout and meeting scenarios can be achieved. Each table section can be demounted and simply repositioned for a new use, perhaps to serve refreshments from.

The scope for flexibility is extensive and unrivalled. Hidden, easy access cable management, intuitive demountability and sophisticated linking devices ensure the quickest possible transition between different meeting formats.

Visit WilliamHands.com to see dynamic case studies illustrating the flexibility of the system.



PRIME BOARDROOM.

The PRIME system has been developed specifically with flexibility in mind, while allowing users to tailor the aesthetics to suit their exact requirements. Timeless linear column bases with hidden flush fitting hinged doors, allow access to cable management systems and beautifully veneered tops create a lasting visual appeal.

Available in a wide range of shapes and sizes with individual tables starting from 1350mm x 1350mm and up to a maximum of 1800mm x 1800mm, PRIME tables can be specified to suit any environment that requires the ultimate expression of style and flexibility.

Shown in Fumed Oak with contrasting black glass, the PRIME table above is made from two individual sections that can be quickly demounted and stored or combined with tables in the adjoining room to create a much larger meeting platform. In the background our SHADOW media unit creates a contemporary and highly dynamic meeting space.



The versatility of the PRIME table system is equally matched by the opportunity afforded to the user to make it their own.

FLEXIBILITY WITHOUT
COMPROMISE.





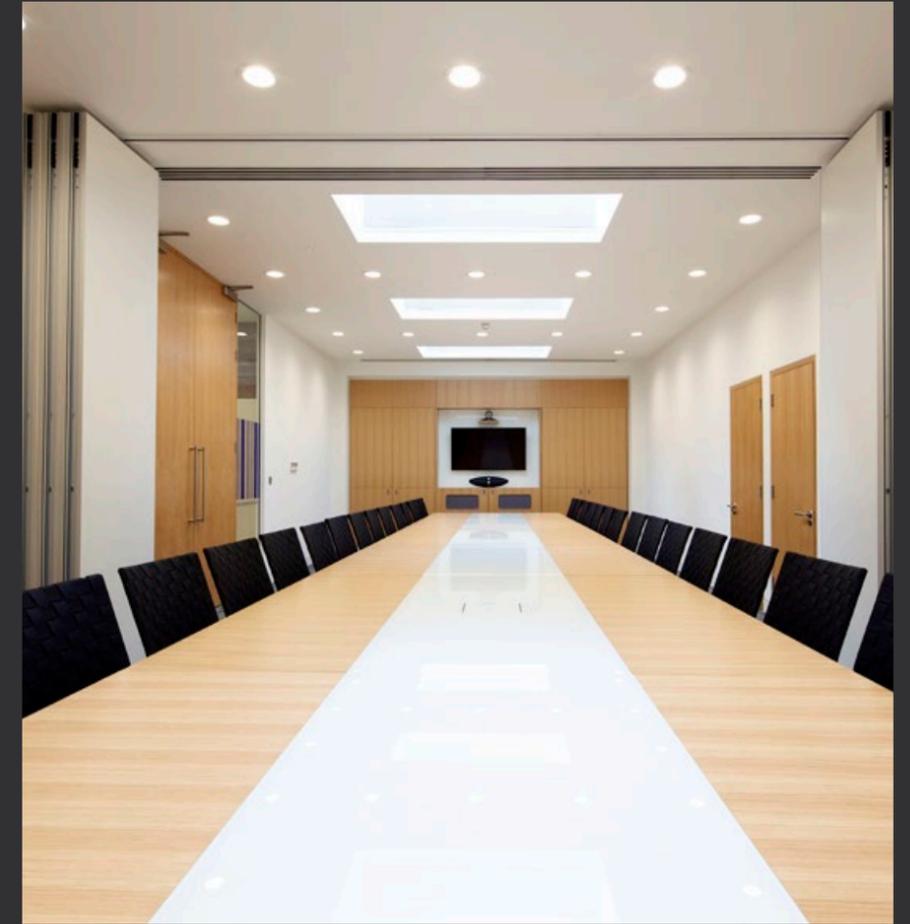


PRIME tables are often specified to propose a strong presence as they have an inherent gravitas due to their high quality and crisp finish. Tops are independently adjusted to be level and joins disappear through the clever utilisation of veneer.



PRIME

FEATURES



- PRIME tables are available with two base options. A larger base allowing it to be positioned directly above a floor box so cables are completely hidden from view and a more slender base where the floor box is located between the legs. In both cases, hidden access doors gain entry to the cable management.
- Power and data connection access on the beautifully finished tops is via soft close lid sections in either veneer to run through, contrasting glass or even Hide (POA).
- A glass inlay breaks up the surface of the table top when a stunning centre piece is required. Hinged lid sections are finished to match and veneers can be mitred around the glass to create a stunning short grain border detail.

- Beautifully engineered pull-out struts support the drop down leaf sections while robust, hand operated linking devices ensure tops are levelled, aligned and locked together.
- Offered in an extensive range of shapes and sizes combined with various top thicknesses, edge profiles and veneer finishes mean that the PRIME range can be tailored to meet the functional and aesthetic requirement of any environment it occupies. Inlays help to create a classic look and add detail to the perimeter of tables.
- Clear matt lacquers beautifully present the hand selected, suited natural veneers and timbers harvested from sustainable resources.

- PRIME tables are supported by a sharp and concise blend of complementary elements; with credenza cabinets and elegant console tables affording the opportunity to create a statement piece environment.
- The PRECEPT executive seating collection synergises perfectly with the PRIME system; designed to offer premium comfort with a contemporary style edge. Available in a wide selection of styles and proportions and upholstered in the finest fabrics and hides it combines with PRIME to deliver a premium working environment that truly inspires.

- For more inspiration and to see how the PRIME range is being specified visit WilliamHands.com

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 Certificate Reg. No. TT-COC-001739
 The FSC logo assigned to office furniture produced by William Hands of Wycombe identifies products which contain wood from well managed forests independently certified in accordance with the rules of the Forest Stewardship Council A.C.





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