

Furnished *with Care*



 from **blueleaf**



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INTRODUCTION

“ Our insights and expertise are based on real-world experiences ”

The first impression of a care home isn't visual. It's emotional. A sense of warmth, reassurance and belonging. A place where residents feel comfortable and cared for, and where staff are supported by the environment they work in. The clue is in the name: a care home isn't a facility. It's a home. It needs to feel like one.

That feeling is shaped by many things, but few are as influential as furniture. The right furniture brings comfort, dignity and style. It supports safety, stability and intuitive wayfinding. It encourages independence and adapts to complex needs. It helps staff work more effectively and with confidence. It becomes the reassuring, familiar context in which residents enjoy their daily lives. We know this because it's what we work with every day. Our expertise comes from decades spent in care environments, understanding what works, what lasts, and what genuinely improves daily life for residents and staff.

I'm proud of the team behind this work – industry designers, manufacturing and sales specialists, and experienced delivery teams who bring deep care-sector knowledge and a practical mindset to every project. This guide is the result of their hard work. It's designed to help you make informed decisions about furnishing your care home – from quick, ready-to-use options to planned programmes and fully bespoke refurbishments – and to choose the level of support that's right for you.

I hope you find it useful.



Nick Frogbrook – Chief Executive Officer

MORE THAN FURNITURE

Furnished *with Care*

For our clients and their residents, furniture is more than beds, tables and chairs. It's comfort, dignity and safety. Furniture that works harder to make life easier.

Our designs don't just make rooms more stylish. They're made to do more: supporting staff, making daily tasks safer, and freeing up time for the human parts of care.

When we say Furnished with Care, we mean it.

Every piece is shaped by decades of real care-home experience and deep insight into the needs of the people who use it. Every room is planned to feel more like home – and to work better, every day. Thoughtful, inclusive and sustainable design. Clear processes. Dependable delivery. Ongoing support. Everything we do is designed to make furniture work harder as part of care.



OUR COMMITMENTS

We put *four* robust *promises* at the heart of all our work and partnerships.



Right from the *start*

ORDERING & SPECIFICATION

Our processes are designed to give you absolute clarity from day one. Whether you're looking for a quick, confident choice from curated options or a more bespoke approach tailored to your care home's needs, we eliminate uncertainty so you can trust the decisions you make.



Designed for *Life*

OUR FURNITURE

From core structure to the tiniest details, our furniture is carefully designed and made in the UK to perform in real care environments. Guided by our six Designed for Life principles, each piece is responsibly made, easy to repair and created to stand up to the daily realities of care. The result is furniture that feels right from day one – and continues to do so for years to come.



Delivered as *promised*

DELIVERY & LOGISTICS

We work with you to meticulously plan room layouts, delivery timings and access, limiting disruption to residents and staff, and treating your care home with respect. And with clear communication, you always know who is coming, when, and why.



Supported by *experts*

ONGOING SUPPORT

Our business has worked in care for more than 40 years, so we understand the pressures, routines and realities that shape life in your home. We'll help you make choices that work together across your whole environment. And we'll keep supporting you, checking in and solving problems as long as you need us.

BENEFITS IN BRIEF

Three ways work with us.
One commitment to
quality and service.

	Ready <i>Rooms</i>	Refresh <i>at Scale</i>	Bespoke <i>Refurbishment</i>
ORDERING & SPECIFICATION <i>Right from the start</i>	Expert-developed furniture collections with fixed pricing, simple online ordering and confirmed delivery within 10 days.	A structured refresh programme with a dedicated ordering hub, giving your teams on-demand access to a tailored, on-brand range.	Expert-led design and specification, shaped around your home, with ordering managed by us and delivered with clear timelines from the outset.
OUR FURNITURE <i>Designed for life</i>	Carefully curated collections developed by care-sector specialists, combining durability, comfort and everyday practicality.	A tailored furniture range that delivers quality, cohesion and consistency across your group.	Individually specified pieces, engineered for longevity and carefully considered down to the finest detail.
DELIVERY & LOGISTICS <i>Delivered as promised</i>	Discreet installation, packaging removal and rooms ready to use on the agreed day.	Coordinated deliveries aligned with your refresh cycles and installation plans across your group.	Carefully planned, phased or consolidated delivery, installed precisely to plan.
ONGOING SUPPORT <i>Supported by experts</i>	Unlimited after-sales support from our specialist team.	Named Account Manager providing oversight, coordination and ongoing support across your programme.	Dedicated specialist support before, during and long after installation.



3 WAYS TO WORK WITH US

From a *simple revamp* to a *full refurbishment*

We offer three clear ways to specify and order your furniture, depending on the scale of your project or group and how much flexibility you need. From fast, pre-approved options to tailored programmes and fully bespoke refurbishments, each approach is designed to help you make the right choices for you.



Ready *Rooms*

Choose from a curated range of affordable, inclusive furniture collections, thoughtfully designed for care settings and delivered within 10 days. Each collection features durable, sustainable pieces that are easy to specify and live with – backed by ongoing support from our expert team.

Refresh at *Scale*

We work with your team to create tailored design schemes across your group, down to individual room profiles. These sit within a bespoke refresh programme, supported by a dedicated ordering hub, giving teams on-demand access to pre-approved, on-brand furniture that aligns with your refresh cycles and budgets.

Bespoke *Refurbishment*

We work closely with you on site to design a scheme that reflects the character, function and feel of your home. Every detail is considered, from layout to finish, with the full benefit of our expert support before, during and after delivery.

3 WAYS TO WORK WITH US

Ready Rooms

Curated furniture collections, designed and developed by award-winning industry experts, ready to select and delivered within 10 days.

FAST, FIXED AND READY TO USE

Ready Rooms are designed for situations where speed and consistency matter. Choose from a curated range of simple, timeless furniture collections that integrate easily with existing rooms. Available as complete schemes or individual items so you can order exactly what you need. All prices include delivery, positioning and packaging disposal.

DESIGNED FOR CARE SETTINGS BY CARE EXPERT

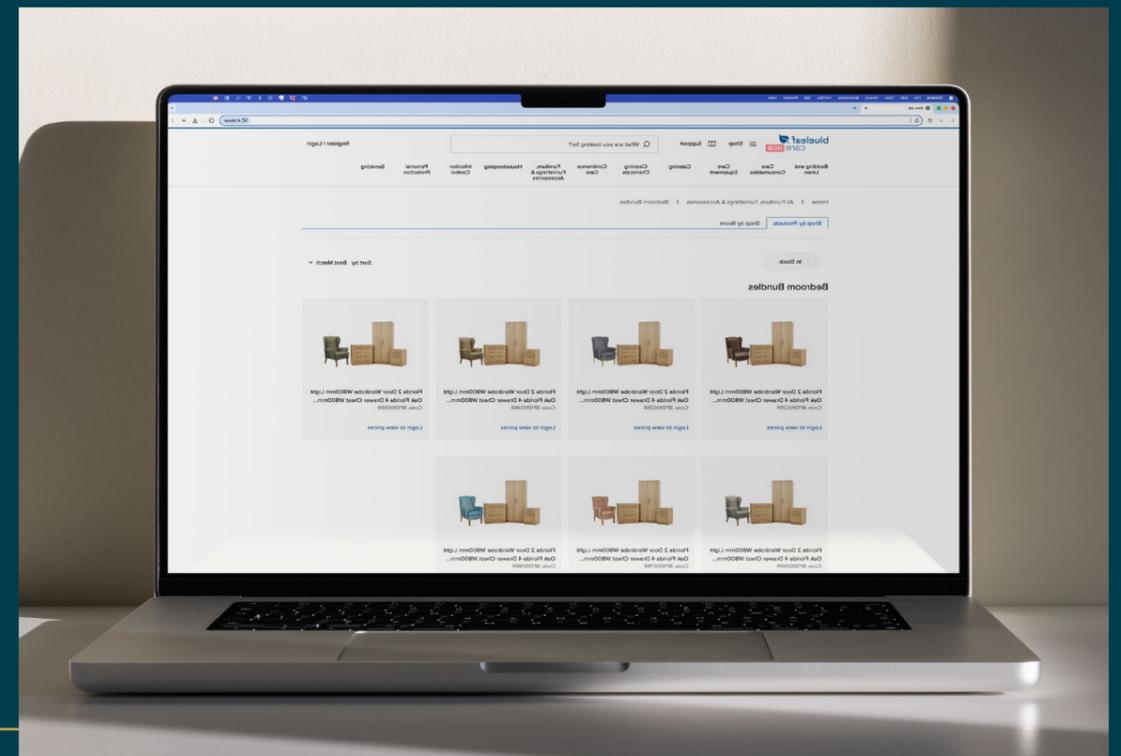
Our Ready Rooms collections reflect the real operational and human realities of life in care homes, benefiting from our expertise in inclusive design and dementia design principles. Each collection features durable, sustainable furniture designed and manufactured specifically for care environments, fully compliant and built to last.

SIMPLE ORDERING AND DEPENDABLE DELIVERY

Order directly through the Blueleaf Hub and we'll confirm a fixed delivery date within 10 working days. On the day, our team installs each piece as directed, removes all packaging and leaves the room ready to use.

ONGOING EXPERT SUPPORT

Every Ready Rooms order includes unlimited after-sales support from our specialist team, so your furniture continues to work well long after delivery.



3 WAYS TO WORK WITH US

Refresh at *Scale*

A bespoke, on-brand refresh programme your teams can order from with confidence.

A TAILORED REFRESH PROGRAMME FOR CARE GROUPS

Refresh at *Scale* is ideal for care groups that want a unified approach to furnishing across their estate. We offer bespoke design, structured planning and systemised ordering, keeping refresh cycles consistent and easy to manage.

BUILT AROUND YOUR BRAND, YOUR TEAMS AND YOUR RESIDENTS

We work with you to develop tailored schemes that reflect your brand and the experience you want to create – whether we're designing to your brief or collaborating with your own design team. Each programme can be adapted to individual homes, room functions and resident profiles, with a wide choice of fabrics, finishes, styles and customisations.

ON-DEMAND ORDERING, WITH CONTROL

Once the programme is in place, teams can order on demand through a dedicated Blueleaf Hub portal showing only pre-approved, on-brand options. You retain central visibility and oversight, while local teams can order quickly and with confidence.

DESIGNED FOR CARE, READY FOR REAL LIFE

All furniture is rooted in our Designed for Life principles, ensuring it is durable, sustainable and fully compliant, including for complex needs where required. Our specialists bring deep, hands-on experience of care environments, guiding layout, specification and detail to ensure every choice works in practice, including where more specialist needs are required.

PLANNED DELIVERY AND ONGOING SUPPORT

Your named Account Manager coordinates ordering, delivery and after-sales support across your group. Where agreed, we can hold stock to improve efficiency, consolidate deliveries to minimise disruption, and ensure every piece is installed to plan with all packaging removed.



3 WAYS TO WORK WITH US

Bespoke *Refurbishment*

A completely bespoke service to create spaces that deliver every detail exactly as you want it.

DESIGNED TO DELIVER EXACTLY WHAT YOU NEED

Sometimes meeting the needs of residents, staff and the space itself calls for a fully bespoke approach. Our Bespoke *Refurbishment* service brings together deep care-sector expertise and considered design to deliver exactly what you want – a space that reflects your vision and works beautifully in practice.

EXPERT-LED DESIGN, INFORMED BY YOUR HOME

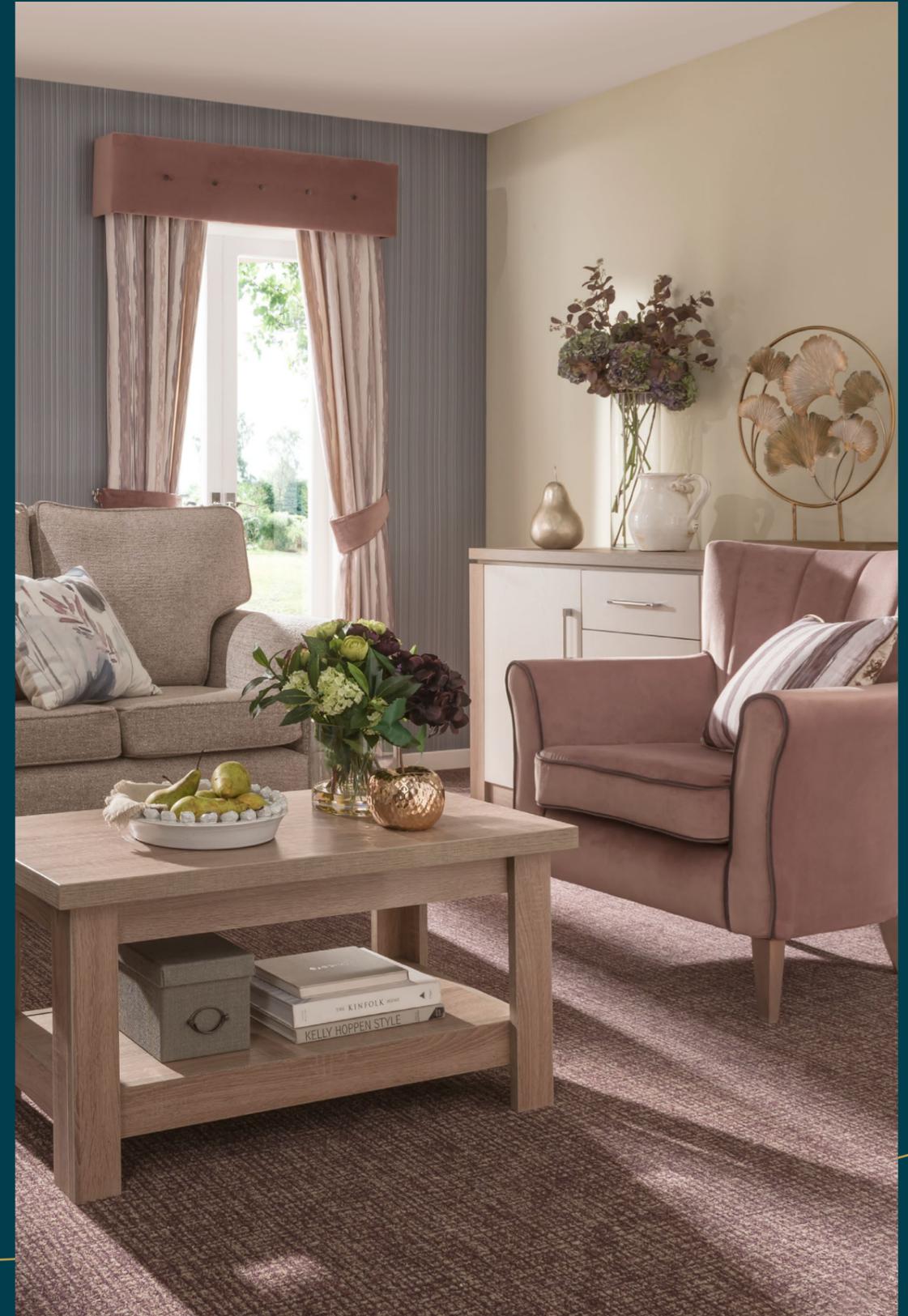
We begin by understanding how each space is used, drawing on decades of experience in care environments. Our specialists support you through every decision – from layout and specification to fabrics, finishes and detailing – ensuring the final design fits the character, identity and daily realities of your home.

QUALITY BUILT IN, FROM THE START

Every piece is rooted in our Designed for Life principles, combining durability, sustainability and full compliance. With expert oversight throughout, even more complex requirements are handled with confidence and care.

DELIVERED AND SUPPORTED WITH CARE

As with all our services, delivery is carefully planned around the needs of your home, with clear timelines agreed from the outset and a typical 6–8 week lead time. Our team installs each piece precisely to plan, removes all packaging, and provides ongoing specialist support to ensure the space continues to perform as intended.



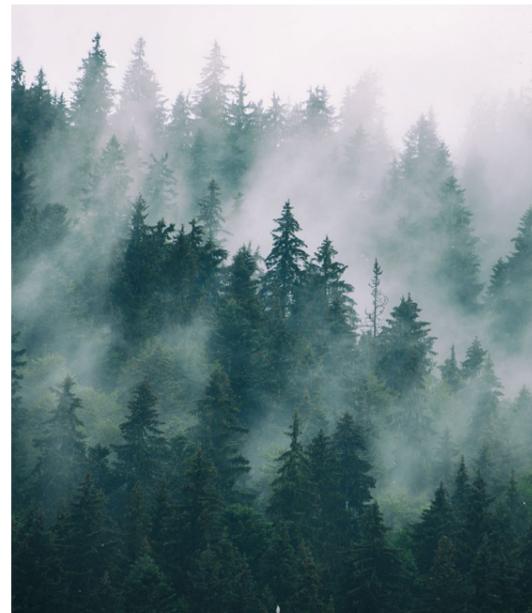
OUR FURNITURE

Designed for *life*

Furniture in a care home has to work harder. And because your staff and residents use it every day, in so many ways, we know it can't afford to fail. That's why we've established the six principles that make up our Designed for Life promise: Safe, Practical, Responsible, Repairable, Personal, Elegant.

Together, these mean that every piece of furniture is strong enough for constant use, comfortable enough to feel delightful, and made responsibly. We use UK manufacturers, we make sure our designs are repairable, and we use materials that stand up to the realities of care.

The result is furniture that feels right on day one and still feels right years from now.



OUR Designed for *life* PRINCIPLES



SAFE

Above all, furniture in a care setting must be safe. Our furniture protects residents and staff, meeting or exceeding all relevant safety and compliance standards.



PRACTICAL

We understand the stresses and strains in a care environment, not only to furniture but for staff too. Built to cope with everyday life in care, sturdy and reliable over years of constant use, our products are easy to clean, move and live with, helping staff work safely and efficiently every day.



RESPONSIBLE

Sustainability isn't just an ethical choice – it's also a practical one. Made and transported with care for people and the planet – from ethical materials such as 100% FSC® Certified timber to lower-emissions delivery, we reduce waste and help lower long-term costs



REPAIRABLE

However good the construction, the daily wear and tear of a care home can take its toll. That's why our furniture is designed so parts can be fixed, refreshed or replaced easily, extending life and reducing waste.



PERSONAL

At the heart of every room in a care home is a human being with a story that matters. We never lose sight of that, so our furniture is carefully designed to support personal dignity, comfort and identity, helping every resident feel at ease and at home.



ELEGANT

Functionality is no reason to compromise on style, and elegant surroundings are part of turning a care setting into a real home. We produce great design that makes sense in its environment – beautiful in context, enhancing each space without ever feeling clinical, old-fashioned or mismatched.

OUR FURNITURE

Featured *ranges*

When furniture is designed deliberately, made carefully and built with sustainability and real expertise in mind, the result is furniture that feels right – beautiful, dependable and made to last.

Want to explore our ranges in more detail?
Just click below.

[Explore our ranges](#)



DELIVERY & LOGISTICS

Delivered as *promised*

We know installing furniture in care homes can be stressful, disruptive and time sensitive. Our delivery teams work hard to be the most dependable in the business, carefully coordinating timings, access and installation with you to ensure everything runs smoothly.

We work discreetly around residents and staff, keeping disruption as low as possible, and treating every space with respect. Our team installs each piece according to the layout we've developed together or your own direction, removes all packaging, and ensures the space is left clean, safe and ready to use. You'll always know who to expect, when to expect them, and what will happen next.

We're not just getting furniture through the door. We're delivering trust.



OUR EXPERTISE

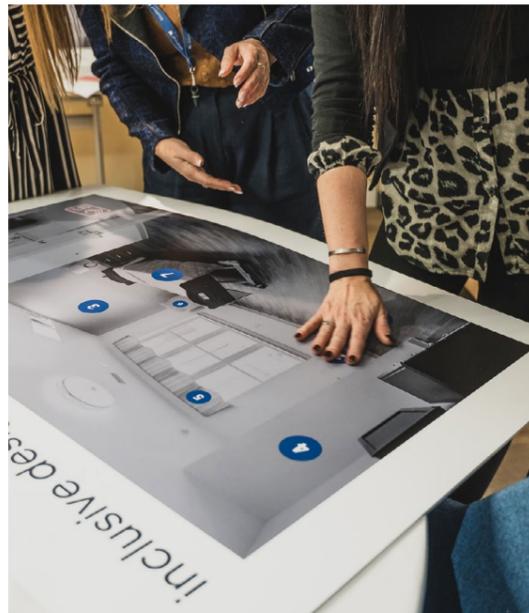
Supported by *experts*

With over 40 years working in care, we understand the pressures, routines and realities that shape daily life in your home.

That's why we offer support that goes far beyond furniture. We connect the dots between furniture and other care factors, and then we stay alongside you – checking in, solving problems quickly and sharing insights drawn from thousands of care homes across the UK.

We work and consult with designers who have worked with industry bodies such as the Dementia Services Development Centre (DSDC), and our team learns from front-line experiences in the challenges of care. So our schemes are not just beautiful. They are inclusive, supportive and functional for residents and staff dealing with the challenges of dementia and other conditions.

It's practical, joined-up support from people who know your world inside out.





Next steps

A brochure can only ever go so far. At some point, it's helpful to talk things through. We're always happy to share our perspective on any project – large or small – with no pressure and no obligation.

IF YOU'RE AN EXISTING CUSTOMER

Your Blueleaf Account Manager is your first point of contact. They know your home, your priorities and your plans, and can help you explore the right next step – from a quick refresh to a more tailored programme.

IF YOU'RE NEW TO BLUELEAF

If you'd like to talk through your needs, book a meeting with our team using the link or QR code below. We'll take the time to understand your home, answer your questions and explain how we work.



OR GET IN TOUCH

If you'd prefer, our Customer Care team is always happy to help.

T: 03300 55 22 88

E: info@blueleafcare.com

W: blueleafcare.com

