



Baresque — A flourishing company

Baresque commenced in business in 1975 and has represented Kinnasand in the Australian market since 1977.

Baresque is owned and managed by the 'Blaiklock Family'. Day to day is handled by Richard Blaiklock and his sister, Mrs. Gay Bell. Their father, Mr. John Blaiklock, is Chairman of the Board and — as Richard puts it — is not only closely involved in the company but comes in on a regular basis just to make sure 'the kids' are behaving themselves....

Challenge

The three started in business in 1975 just to see if they could work together. Each had pursued differing activities before that — but none in wallcoverings or fabrics. The first few years were particularly challenging — but as they say 'when your money is on the line you are likely to become a fast learner'.

The company is now well established and has become one of the leading importers and distributors of commercial wallcoverings and furnishing fabrics in Australia. It also sells into many other countries in South East Asia.



Richard Blaiklock

Unique market

Australia is an almost unique market when compared to other Western ones. The country is huge (roughly the size of the USA) but has only a population of some 16 million people who are mainly scattered around the perimeter.

This makes internal deliveries quite a challenge — as shipments to cities like Perth in the west, or Darwin in the north, can involve trips by heavy truck for over 5,000 kilometres — of which 3,000 kilometres are in the desert.

Nevertheless, like everywhere else, customers still 'want it yesterday' and expect a high level of service in the market — which is also highly competitive with most major manufacturers around the word being represented.

As part of that service, Baresque has established its own branch showrooms and offices in each of the major state capital cities. Apart from the main Head Office and warehouse in Sydney, they now operate in Brisbane, Melbourne, Adelaide, Perth and Canberra.

In each location, the company has tended to purchase some older style property in need of attention and to have undertaken major renovations. In this, Richard says the company carries on like a bunch of amateur (but enthusiastic) property developers. The result has been a collection of really cute branch showrooms (all widely different) plus a large old building in Sydney. The latter is painted bright pink! Its a carry over from the days when it was owned by the cosmetic company "Helena Rubenstein" but has become so well known as a landmark in Sydney that Baresque decided to carry on the tradition.

We look forward to 1987 and to celebrating our tenth year of association and to a start of the second ten!

For pictures see page 13.

Showroom in Paris

NEW KINNASAND SHOWROOM IN THE HEART OF PARIS!!!

Welcome to our new showroom at
61 Rue du Cherche Midi
75006 PARIS
Tel 1-454 816 13

where you will be looked after by Mrs Lisbeth Palmerio.



Sovjet's... and Kinnasand

Sovjet's charming 'first lady', Mrs Gorbajov, has via Bengt Gilbert received a full presentation of Kinnasand!

Bestseller

We have delivered our products to not less than 7 of the world's 10 best hotels as specified for 1985 by the magazine 'Business Traveller'.

New product group

We have introduced an entirely new product group — upholstery fabrics — which has been very positively received on all markets.

Kinnasand expands

We now have subsidiaries in Norway, Denmark, West Germany, U.S.A. and soon in England and Spain.

Exporten tackar

Exportavdelningen följer traditionen. I år vill vi saluera Jan Spjut och hans tjejer på provavdelningen. De har gjort en jätteinsats för att hinna få ut proverna till våra kunder. En mycket fin service.

Tidigare år har "Medaljen" tilldelats Maja Cronsjö, Stockholm och Jan Edberg, tapetlagret.

Last but not least... Warm summer wishes from all of us at Kinnasand to all of our international friends.