



PRESS RELEASE

Date: 7/4/2020

Alusid launches luxury Block furniture range through exclusive Kickstarter campaign

Alusid today announces the launch of a new luxury furniture range - brand Block to bring its beautiful, premium-quality, hand-crafted solid surfaces to individual consumers. Block is being launched exclusively through [Kickstarter](#)

Block's surfaces are all made from no less than 98 per cent recycled glass and ceramic waste by highly-skilled crafts people at the company's workshop in Preston, Lancashire, in the North West of England.

The initial products being made under the Block name are a range of small-to-medium sized occasional tables, created in partnership with design consultancy Collective HQ. Alusid makes the tops, while Collective HQ has designed and is making the bases.

To date, clients for Alusid's hand-made luxury products have included Harrods, Selfridges, Amazon and Nando's. Parkside Architectural Tiles, the commercial arm of Topps Tiles plc, is also distributing the Company's upmarket Sequel tile range. Block makes Alusid's quality and sustainable surfaces available to everyone.

Alusid is a spin out from the University of Central Lancashire ("UCLan"). It was co-founded by Chief Executive Officer Dr Alasdair Bremner and Creative Director Professor David Binns, who is also Head of Contemporary Ceramics at UCLan.

Alusid co-founder and chief operating officer Dr Alasdair Bremner said: "This Kickstarter project in collaboration with Collective HQ allows us to open up and demonstrate new creative possibilities for our material through these high-end tables. Our strong belief is people are keen to buy sustainable products, but only if they match the aesthetic appeal of non-sustainable equivalents. Block is an ideal way for us to show this."

Kickstarter link: <https://www.kickstarter.com/projects/378123883/block-handmade-sustainably-designed-contemporary-furniture>

Contact: Alasdair Bremner

Email: a.bremner@alusid.co.uk

Tel: +44(0)7956083806

www.alusid.co.uk