

## PARKER KNOLL

Committed to marketing special seating  
For senior citizens, the elderly  
Infirm and disabled  
Under the Parker Care brand.

Over 18,000 chairs  
Supplied during Parker Care's Short History  
Thousands of Satisfied Customers

50% of Pensioners have  
More than the National Average Disposable Income

**PARKER CARE**

IS

RE-LAUNCHING THE FLEMMING  
CHAIRS WITH

NEW MODELS

SIMPLIFIED RANGE

NEW POLICY

ALL AS A RESULT

OF LEARNING THE LESSONS

OF 5 YEARS' EXPERIENCE

# NEW PHILOSOPHY AND PRODUCTS

OVERCOMING the problems  
Of the original "Made to Measure" Concept  
Which were:-

Too complicated to sell

Too complicated to buy

Too many variables

Too much time taken

Too long a delivery service

Too great an opportunity for customers  
to complain that the Assessment was wrong

Too Much Expected by some Customers  
With the Assessment System - A Complete Cure

Display stock was not available for sale

Nobody calling regularly

**OUR SERVICE**

**HAS**

**IMPROVED**

**SURVEY OF 12 TOP DISTRIBUTORS**

**CONFIRM THIS**

**WE KNOW**

**SPEEDY DELIVERY**

**AND GOOD**

**SERVICE**

**IS THE KEY FACTOR**

**IN THIS MARKET!**

# Parker Care

## QUESTIONNAIRE

Please take one minute to complete this questionnaire: thank you.

	<u>POOR</u>	<u>SATISFACTORY</u>	<u>VERY SATISFACTORY</u>
Is our paperwork (acknowledgement, invoice, etc):	_____	_____	_____
Is our transport service:	_____	_____	_____
Is our fast delivery service:	_____	_____	_____
How do you rate our therapists:			
(a) professional expertise	_____	_____	_____
(b) helpfulness	_____	_____	_____
(c) courtesy	_____	_____	_____
How do you rate our office staff:			
(a) reaction to enquiries	_____	_____	_____
(b) calling back	_____	_____	_____
(c) helpfulness	_____	_____	_____
Can you get through to us:	YES _____		NO _____
Do we need an extra telephone line:	YES _____		NO _____

Any other\* comments which you would like to make: please don't be shy.

.....

.....

.....

## RESULTS

**OVER 50%  
VERY SATISFIED**

**QUESTIONNAIRES  
14 OUT OF 16 REPLIED 88%**

	<u>POOR</u>	<u>SATIS- FACTORY</u>	<u>VERY SATISFACTORY</u>	<u>NO COMMENT</u>
Paperwork	-	50%	50%	-
*Fast delivery service	7%	43%	50%	-
Therapists' Expertise	-	29%	50%	21%
Therapists' Helpfulness	-	29%	50%	21%
Therapists' Courtesy	-	14%	64%	21%

\*Poor 7% - this related to a lack of understanding rather than poor delivery.

### Office Staff:

Reaction to enquiries	7%	21%	72%	-
Calling Back	14%	14%	72%	-
Helpfulness	-	21%	72%	7%

# THE NEW OFFER

## THE FLEMMING CHAIR

AT THREE HEIGHTS :

16¼" 41cms

18¼" 46cms

20¼" 52cms

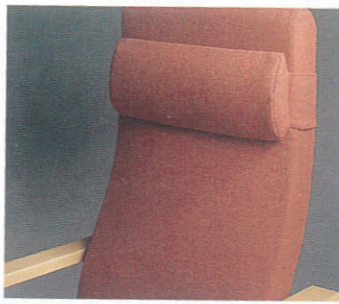
CAN BE MADE TO  
ANY HEIGHT



SEVERAL VARIATIONS



SIMPLE RANGE  
OF  
EXTRAS



M — neck pillow. To be used with high-back, adjustable up and down the length of the back — gives extra comfort and relaxation. Also available (L) Neck pillow for use on wing chair.



CP — upholstered arms. Supplied in pairs and fit all Flemming chairs. These add extra comfort for long periods of sitting.



PK 1360 — A slide-on, easy clean tray with simple retaining fittings.

PK 1361 — Tray for use with upholstered arms.



'U' — manually adjusted rake. Simply operated hand ratchet fitted to the chair allows the patient 4 positions of recline. This function is included with model no. PK 311U — high-back chair, PK 315U — high-back fixed wing chair, PK 313U — high split back chair, PK 314U — high split wing chair.



N — head support (supplied in pairs) can be mounted on neck pillows.



O — body support supplied with back strap adjustable both in width and up and down the back of the chair.



E — Lateral side support — fits either side. Useful for certain medical conditions.



PK 1351 — Swivel stool offers adjustable foot and lower leg support. Can be made at any height and is available in our choice of wood finishes and fabrics.



PK 1350 — Stool. Can be made to match any of the Flemming chairs and is supplied in the same wood finishes and fabrics. Placed together with a Flemming chair it offers ideal relaxation.

PLUS TWO STOOLS  
PLUS ONE MOTORISED  
EASY SEAT LIFT

FAST DELIVERY SERVICE  
DISPLAY MODELS CAN BE SOLD  
CHAIRS EASY TO ALTER TO MEET URGENT REQUESTS



# Parker Care

by Parker Knoll



# THE FLEMMING CHAIR

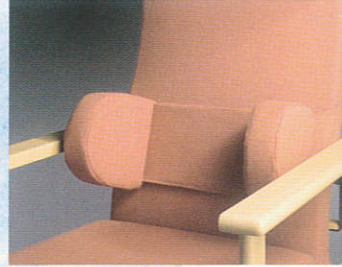
WE are all different shapes and sizes and since most chairs are made for what is called a 'Designer's Average', it is often difficult to find a chair to suit the individual.

Flemming Hvidt, the Danish designer, has long since recognised the problem. Together with doctors, therapists and ergonomists he has developed a unique modular system for meeting your special needs.

The Flemming Standard Range offers a carefully designed supporting chair, available in three heights: 41cms, 46cms and 52cms with two depths of seat. Selective use of accessories will ensure that the majority of people can be made comfortable. However, for those people who require more specialised fitting, some of our centres are able to assess this chair at any height and also provide a third seat depth.



*N – Head support (supplied in pairs) can be mounted on neck pillows and are most effectively used in a wing chair.*



*O – Body support (supplied in pairs) with back strap, adjustable in width and up and down the back of the chair. Used most effectively around the hips and in conjunction with filled-in sides.*



*M – Neck pillow. Adjustable up and down the length of the back to give extra comfort and relaxation. Also available – L neck pillow for use on wing chair.*



*U – Manually-adjusted back rake. Simply operated hand ratchet fitted to the chair allows 4 positions of recline.*



*PC 1360 – Slide-on, easy clean tray with simple retaining fittings.  
PC 1361 – Tray for use with upholstered arms.*



*P – Upholstered arms with filled in sides (supplied in pairs). These add extra comfort for long periods of sitting.  
AP – arm pads with open sides are also available.*



*E – Lateral side support fits either side. Useful where firm support is required. Cannot be used with upholstered arm (P).*



*PC 1350 – Stool can be made to match the Flemming chair and supplied in the same wood finish and fabric.*

## *Additional accessories are available:*

- LS – Fully adjustable, inflatable lumbar support.
- V – Manually adjustable seat rake. Easily operated to give 3 different angles to the seat on the chair or 1350 stool.
- No. 5 Castors – These may be fitted on the back legs of the chairs and all round on either of the stools. These allow the chair to be moved for cleaning purposes but are not suitable for moving an occupied chair. Larger castors are available and details may be obtained from our Sales Office.



*PC 1351 – Swivel stool offers adjustable foot and lower leg support. Can be made at any height and is available in our choice of wood finishes and fabrics.*

## MOTORISED SEAT LIFT (W)

**I**F you find that getting up and out of your chair is becoming increasingly difficult, our motorised seat lift will make things easier. It may be fitted to any of the chairs in the Standard Range and the angle of the lift may be supplied in any of three positions: flat, mid (standard) and tip. It is always supplied in the standard position unless otherwise requested. The seat lift is powered by a low voltage motor and controlled by the unique Flemming handset which is safe to operate and sensitive to the lightest pressure.



**A**LL our chairs are manufactured by Parker Knoll, made from solid beech and four wood finishes are offered: natural beech, teak finish, walnut finish and dark finish. There is a good range of fire retardant covers, including wool tweeds, patterned tapestries and velvets.

In the interests of improved quality and design Parker Care reserves the right to alter specifications and discontinue models and fabrics without prior notice. All dimensions are taken in centimetres.

Please do not hesitate to contact us for further details, and if you would like to have an actual sample of cover we can send you one.



Low back chair  
PC 1312

Split back chair with  
M neck pillow  
PC 1313

High back chair with  
M neck pillow  
PC 1311

High back, long wing chair  
with L neck pillow  
PC 1318

High split back, short wing  
chair with L neck pillow  
PC 1314



*Motorised Seat Lift (W)*

**Parker Care**



A CORNWELL PARKER COMPANY

Parker Care, P.O. Box 22, The Courtyard, Frogmoor, High Wycombe, Buckinghamshire HP13 5DJ  
Tel: (0494) 21144. Fax: (0494) 461028. Telex: 83583

**A  
NEW DESIGN  
THAT WILL FIT INTO  
ANY SURROUNDINGS  
IN THE  
RIGHT COVER  
AND  
POLISH FINISH**

People are different in shape and size and often require chairs to perform a variety of functions. It is therefore important that seating adjusts to individuals rather than the other way round.

**Size:**

The Multi Range is made in two sizes.

When the seat is in the lowest position, the standard chair seat height is 44 cms and in the high chair it is 48 cms.

The seat depth of the standard chair is 43 cms and the high chair, 48 cms.

As a general guide, people over 5'7" would require the high chair.

PC 1371	Standard	Multi 3
PC 1372	High	Multi 3
PC 1373	Standard	Multi 4
PC 1374	High	Multi 4
PC 1375	Standard	Multi 5
PC 1376	High	Multi 5
PC 1377	Standard	Multi 6
PC 1378	High	Multi 6

**Operation:**

The unique Flemming hand control is very easy to operate and is sensitive to the lightest pressure.

**Arms:**

The armrests are rounded to give a comfortable grip making standing up and sitting down easier. They are padded for additional comfort and the drop-arm facility allows easy access from either side at any height.

**Leg Rest and Reclining Back:**

The Leg Rest operates only when the chair is in its lowest position in all models. The Reclining Back operates at the lowest position in the Multi 3 and 4 and can operate at any height in the Multi 6.

**Seat Lift:**

This helps to make getting up and out of the chair easier and also adjusts to the most comfortable sitting height..

**Castors:**

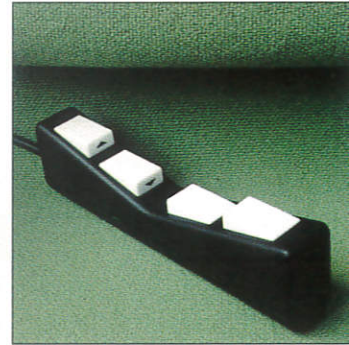
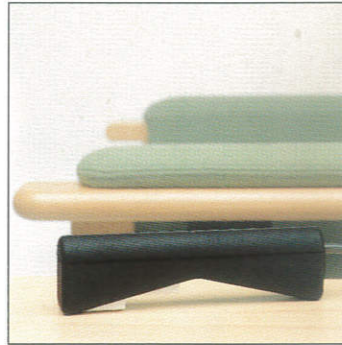
The chair is supplied with castors on the rear legs allowing the chair to be moved easily for cleaning purposes.

**Neck Pillow:**

The chair is supplied with an adjustable, flapover neck pillow, as illustrated in the diagram on the back page.

**Stool:**

Both stools are made at heights matching the standard and high chairs.



**Test the Multi for Versatility:**

These Multi chairs perform a variety of tasks with little effort due to the low voltage motors. Make sure you try the chair first to see that it meets your particular requirements.

Do not hesitate to contact us to find your nearest stockist who would be delighted to assist you and provide details of our complete range.

Parker Care have a variety of Flemming chairs to meet the special requirements of people who must sit correctly.

# Parker Care

Parker Care Limited  
PO Box 22, Frogmoor, High Wycombe  
Bucks, HP13 5DJ  
Telephone: H.W. (0494) 21144  
Fax: H.W. (0494) 461028



CORNWELL PARKER



# Parker Care

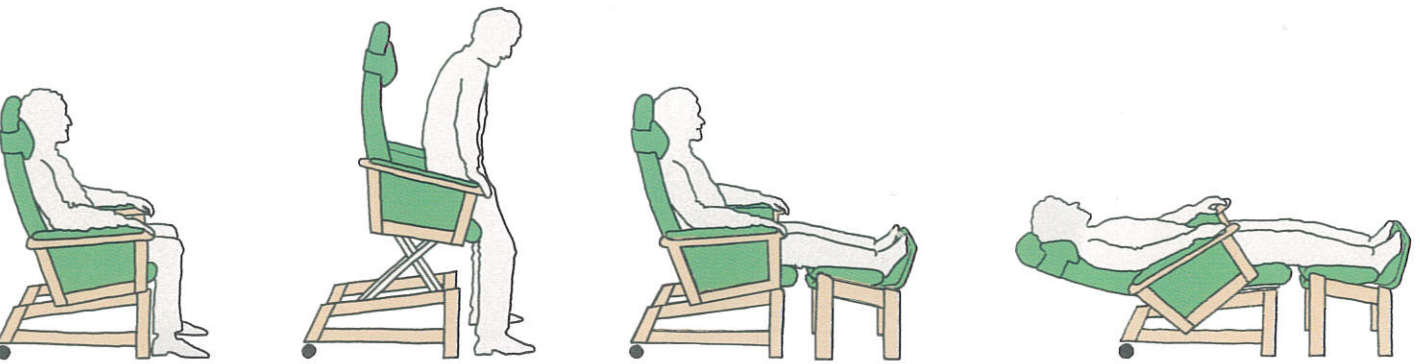
by Parker Knoll



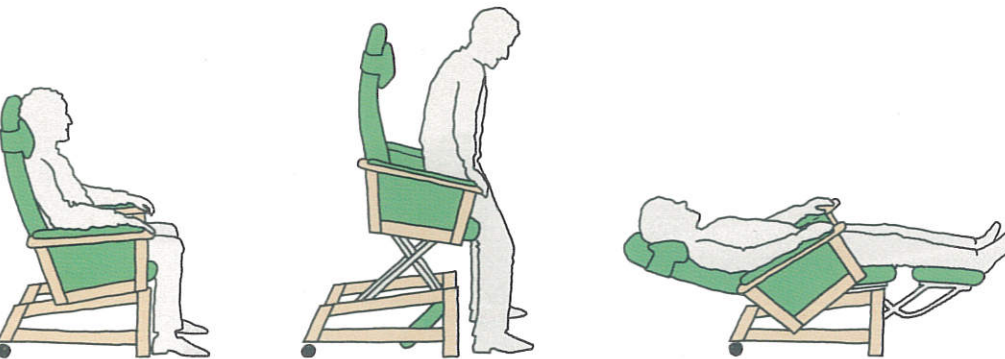


# THE FLEMMING MULTI RANGE

DESIGN: FLEMMING HVIDT



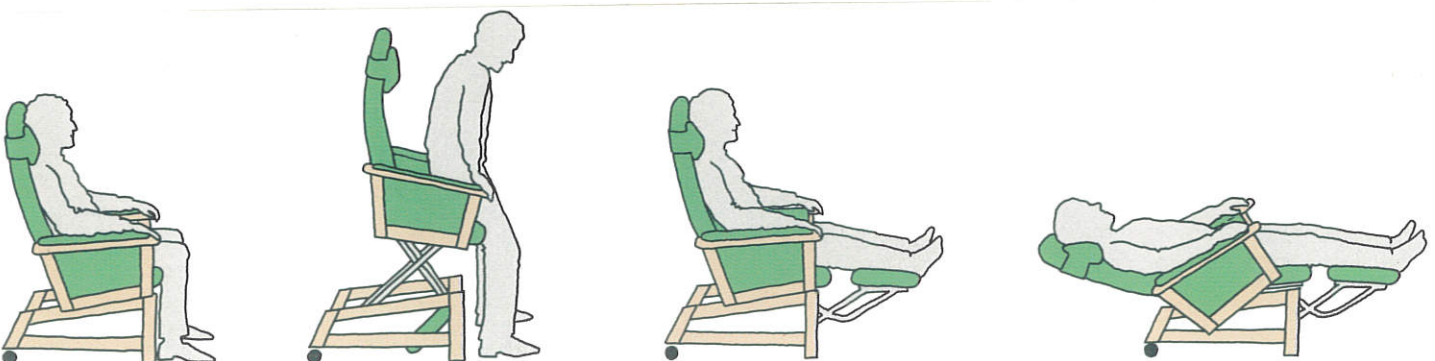
**Multi 3** The PC 1371 and PC 1372 chair has a motorised seat lift and reclining back. Matching stools are available to provide a separate leg rest.



**Multi 4** The PC 1373 and PC 1374 chair has a motorised seat lift, reclining back and integral leg rest. The leg rest comes up only when the back goes down, these two functions being linked together.



**Multi 5** The PC 1375 and PC 1376 chair has a motorised seat lift, a fixed back and an independent leg rest



**Multi 6** The PC 1377 and PC 1378 chair has a motorised seat lift, reclining back and an elevating leg rest, all operating independently.

# UNIQUE FEATURES

(1) Independent Legrest

## ONE MOTOR:

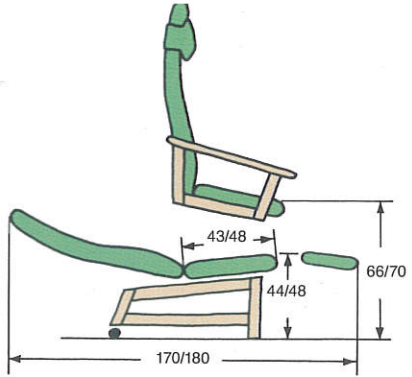
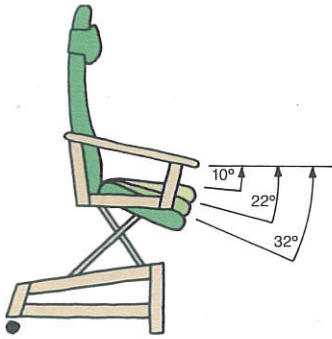
(2) Drop down arms

(3) Handset  
The Light Touch

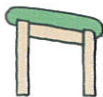
## TWO MOTORS:

4 Variations in 2 sizes.

HIGH AND STANDARD



The angle of the seat lift may be supplied in 3 positions: flat, mid (standard) and tip. It is always supplied in the standard position unless otherwise requested.



1350  
Stool



1351  
Swivel Foot Stool

**THE MULTI**

**TRY IT**

**IF IT'S RIGHT**

**BUY IT**

**NO COMPLICATED ASSESSMENTS**

## MARKETING AND SALES POLICY

- (1) Parker Care will only sell to those Parker Knoll stockists who are prepared to stock the Parker Care range.
- (2) Parker Care will limit the number of Distributors in each market area.
- (3) Parker Care will also sell to selected Medical Distributors who specialise in providing aids to the disabled.
- (4) Parker Knoll Contracts will sell the Flemming Chairs direct to Government Departments, Hospitals, Nursing Homes, Charities and other Institutions.
- (5) Parker Care will not sell direct to the general public.
- (6) Parker Care will publish a list of Distributors and a Retail Price Guide with a mark up of 50%.
- (7) It is expected that Parker Care will not be discounted.

# Parker Care

## STATEMENT TO DEALERS OF PARKER CARE LIMITED SALES AND DISTRIBUTION POLICY

This Statement has been prepared to inform all dealers of Parker Care Limited's Sales and Distribution policies.

### 1. FUNDAMENTAL POLICY

It is Parker Care's policy to distribute its products at trade prices only to those customers who can energetically promote display and service Parker Care products in such a way that they maintain the prestige and good name of those products. The Company reserves the right to cease to deal with any customer who, in their opinion, does not come into the above category.

### 2. POLICY TO DEALERS

Parker Care intends to do business at trade prices only with dealers who:

- a) maintain a satisfactory credit rating.
- b) pay on the Company's terms of 2½% discount for accounts due and payable by the 20th of the month following date of invoice.
- c) energetically endeavour to promote Parker Care products.
- d) are able to and will sell Parker Care products in a manner consistent with general good business practise in their trading area, so as to maintain Parker Care's goodwill, public confidence and prestige.
- e) re-sell only from their own premises and do not distribute to associated companies, or to other branches, or to other dealers who Parker Care are not prepared to supply direct.

### 3. GENERAL POLICY

- a) No goods are supplied on approval. All orders are sent carriage paid to the dealer's premises in the U.K. except orders for the Channel Islands and the Scilly Isles, which are sent carriage paid to English ports.
- b) All Government Departments, County Councils, County Boroughs, Hospitals, Universities and other Authorities are supplied by Parker Care at trade prices.
- c) Trade prices are not quoted or accounts opened without Parker Care receiving the signed acknowledgement of these prices.

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### ACKNOWLEDGEMENT TO PARKER CARE LIMITED

I acknowledge receipt of the Parker Care Trade Terms Reference form the contents of which I undertake to treat as private and confidential.

\_\_\_\_\_ Status \_\_\_\_\_  
\_\_\_\_\_ Company \_\_\_\_\_  
\_\_\_\_\_ Address \_\_\_\_\_

# PROMOTIONAL MATERIAL

Flemming Chair Leaflet

Multi Colour Leaflet

Multi Technical Leaflet

Multi Poster

Video

Distributors' List

Retail Price Guide

Local Advertising

National Advertising

P.R. Campaign

Swatch of Covers

Fast Delivery Service





# Parker Care

## V.A.T.

As you will be aware, certain products supplied to the disabled are exempt from V.A.T.

For your guidance we outline the ruling we understand for Parker Care products, but stress that this should be checked with your local Customs and Excise V.A.T. Officer.

All Multi Chairs may be V.A.T. exempt, as can Flemming Chairs fitted with a seat lift or any other function.

In order to supply Chairs without charging V.A.T. you must get the Customer to complete a self certification certificate (see example attached) and you should retain this in your files.

Name .....

Address: .....

.....

.....

Telephone Number:.....

AIDS FOR HANDCAPPED PERSONS: SUPPLY TO AN INDIVIDUAL

I ..... (Full name)

of ..... (address)

declare that I am chronically sick or disabled and that I am receiving from:

JOE BLOGGS  
HOUSE FURNISHERS  
ANY STREET  
ANY TOWN  
ANY COUNTY

the following goods which are being supplied to me for domestic or my personal use:

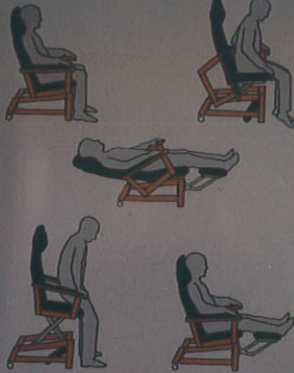
(description of goods)

and claim that the supply of these goods or services is eligible for relief from value added tax under Group 14 of the Zero Rate Schedule to the Value Added Tax Act 1983.

Signature.....

Date .....

**The Multi Chairs by  
Parker Care**



**Parker Care**

Parker Care, P.O. Box 20, Progress High Wycombe, Bucks HP12 3DT

STOCK RECOMMENDED  
MOST COMPREHENSIVE

		£
1 x Multi 6 High	PC1378	975
1 x Multi 6 Low	PC1377	975
1 x Stool with angle adjustment	PC1350V	955
1 x Swivel Stool	PC13511	96.50
1 x Flemming Chair 52cm Neck pillow, upholstered arms, motorised seat lift	PC1311MPW	507.80
1 x Flemming Wing Chair 46cm Neck pillow, arm pads, adjustable seat and back rake	PC1318VU	270
1 x Flemming Split Back Wing Chair 41cm Neck pillow	PC1314L	229
1 x Push-on Tray	PC1361	43
1 x Head supports in pairs	PCN	23
1 x Body supports in pairs	PCO	27
1 x Side lateral support board	PCE	27
2 x Flemming Chairs Neck pillow, upholstered arms, adjustable back	PC1311LPU	435.60
		<u>3704.30</u>