

50 YEARS OF MATHEWSON & ROSEMOND LTD

IMAGES & ADVERTS THROUGH THE AGES

Mathewson and Rosemond, as a long-established company, has built its reputation on genuine quality and standards of service.

As a privately-run, small company rather than a multiple, it prides itself on its reliability.

agency.

It was in 1954 that Mr. Donald Mathewson and Mr. Bob Rosemond set up the business as a partnership based in Atkinson Street, off South Accommodation Road, Leeds.

Four years later it became a limited company and moved to Union Mills, where it has remained ever since.

HOW WE STARTED

MATHEWSON AND ROSEMOND — A SPECIAL FEATURE



R. D. H. STANSFIELD.

Plumbing experts specialise in the personal touch



MR. T. M. HUNT.
Sales Director.



MR. J. E. SMITH,



Elegance in the Bathroom

Beautiful designs and rare colours go hand in hand to form your elegant bathroom. Rich, dark, rare colours: Peony, Aubergine, Sepia, Sapphire and Emerald. Bright and cheerful colours: Sky Blue, Turquoise, Flamingo and Autumn.

New and exciting bath designs from Italy with co-ordinating basins and bidets, individually created by stylists to achieve the bathroom of your dreams, select from Bronze/Ambra and Blue/Ambra. Or choose from the best of British manufacturers, Armitage Shanks, Balcietty, Twyford, Royal Doulton, Chloride Shires.

Prices to suit everyone and sizes to suit your bathroom. We have the quality to give pleasure to the eyes backed by long experience to give you the service only available at a genuine plumbers' merchants.

*Mathewson
& Rosemond Ltd.*

Union Mills, 9, Dewsbury Road, Leeds 11. Telephone 457983 and 453064.

IT IS only logical that three centuries of experience under one roof of being plumbers' merchants, and about 1,000 pieces of bathroom furniture to hand at any given time, should produce more than a little knowledge about the business.

This is the cornerstone of the reputation of Mathewson and Rosemond Ltd. Established in 1954, but completely revitalised in 1971 with a new executive leadership, their name has become a byword for reliability and quality to both tradesmen and the general public.

It is the sort of firm where it does not matter if you spend 5p on a washer or half-an-hour on a technical problem with one of their 14 highly experienced staff — the service is all completely free of charge — for the staff are not only plumbers' merchants — they are also plumbing enthusiasts themselves.

If you have not yet heard of Mathewson and Rosemond do not be too surprised because until now they have never advertised themselves except by way of giving some money to various charities, hardly a high-pressure sales campaign.

But this has not stopped them from expanding their business tenfold in five years, and even entering the export market. And all by word of mouth recommendations from well-satisfied customers.

The three main men behind this remarkable success story are the present-day directors who bought up the share capital in Mathewson

and Rosemond when the firm was being gradually run down prior to the retirement of the previous owner.

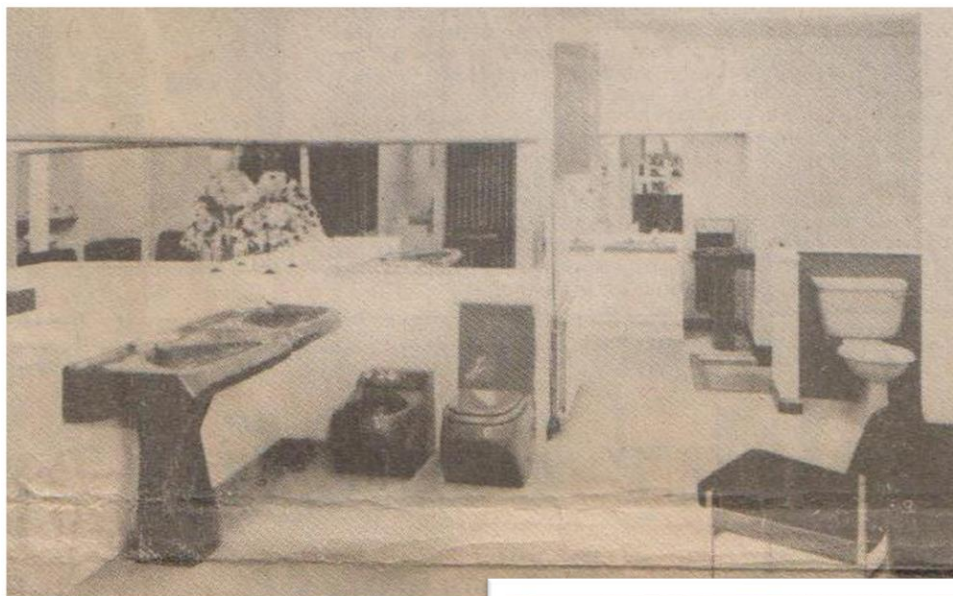
Mr. Terry Hunt, Mr. Jim Smith and Mr. David Stansfield took on the job of revitalising the whole operation drawing on the knowledge they had already amassed working for other firms in the same trade.

ADVERTISEMENT FEATURE

Their reasons? Quite simply they had all worked for a number of the large firms in the trade and had become more and more dissatisfied and disillusioned about the methods that were employed. "All too often the customer was sold something the salesman wanted to be rid of or whatever his company had happened to buy in for him to sell," said Jim Smith.

"This is true of many of the big firms and it was something we all wanted to change. We are offering a genuine old fashioned service to the customer to help him with the choice he is making."

The personal touch certainly comes very high on the list of priorities at Mathewson and Rosemond. Take their telephone system. Today they have five entirely separate outside lines connected to various parts of the building. "We really need a switchboard," admitted Jim



Smith. "But we do not have one because this way every customer gets to speak to one of the three of us more easily, and more important, no one gets fobbed off at a switchboard. Instead, people are in direct contact with someone who understands the job and their problems."

Between them, the three men have 85 years' experience in the trade, and every bit of it is put to good use. "We believe that we have the best nucleus of knowledge of the trade in this area," said Terry Hunt.

A flexible, practical approach governs their trading.

Items can be changed around or supplied in different colours to suit individual requirements. There are no rules that say which baths and washbasins have to be sold together, for example, the customer gets what he wants.

One of the big disadvantages of large firms, says Terry Hunt, is that they always develop their own systems which grow with the firm and eventually become unwieldy. It can mean that the customer is stuck with items he does not really want or need, but which come as

part of the set of items he wanted to buy.

Quality is another watchword at Mathewson and Rosemond. Nothing, quite literally, nothing but the best materials are supplied. Even so, they can fit anyone up with a basic, but none the less attractive, three-piece bathroom suite for less than £100 in a choice of six colours too.

A staggering range of fittings from the simplest shower head to the most expensive, circular bath are always on display, many of them specially imported — including the hand-made wash basin inlaid with gold at £250 complete with gold taps — each one takes a month to make.

In addition to their domestic fittings, Mathewson and Rosemond have also been closely involved in supplying items for several major public building schemes such as St. James's Hospital in Leeds.

They have also supplied the materials for refurbishing several schools, and have given their help in selecting sanitaryware for several public houses.

Because this is a very important aspect of their work, a fourth director, Mr. Dennis Parker, has been appointed to handle exclusively this field of their operations. Like everyone else he has many years' experience in the trade.

Mathewson and Rosemond even entered the export market last year by supplying £6,000 worth of high-quality luxury bathroom fittings to a client in Persia. It is a market which Terry Hunt has promised himself to explore more fully when he has the time.

David Stansfield is quite confident that after almost a quarter-of-a-century, Mathewson and Rosemond is all set to be in the market for at least as long again.

EARLY ADVERTS

PEGLER HATTERSLEY BUILDING PRODUCTS

CONGRATULATIONS
TO MATHEWSON & ROSEMOND LTD.
ON THE OPENING OF THEIR NEW SHOWROOMS

from LAWLEY GAUNT LTD.

WHO ARE PROUD TO BE SUPPLIERS TO THEM OF
LUXURY BATHROOM & KITCHEN BRASSWARE

LAWLEY GAUNT LTD.

EARLSWOOD TRADING ESTATE,
POOLHEAD LANE, EARLSWOOD,
SOLIHULL, WEST MIDLANDS B94 5EW.
EARLSWOOD 2712 (STD 056 46).

Congratulations

MATHEWSON & ROSEMOND LTD.

What a splendid new showroom.
How wise of you to heat it with the
efficient and reliable

CORVEC MAXIFLAME GAS BOILER

You are one of our leading stockists
in Yorkshire:

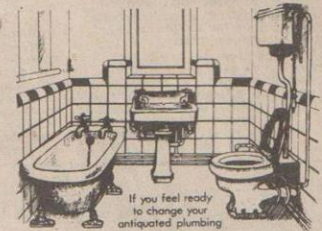
CORVEC GAS BOILERS
AND WATER HEATERS

from

CHAFFOTEAUX LTD.

REDHILL, SURREY.
Tel. 02934 72744.

*Have you bought
someone's
old bathroom?*



If you feel ready
to change your
antiquated plumbing

see

TWYFORDS BATHROOMS

exciting, colourful range
at

MATHEWSON & ROSEMOND LTD.,
UNION MILLS,
9 DEWSBURY ROAD,
LEEDS.

TELEPHONES
53054
457983
444368

T. M. HUNT
D. H. STANSFELD
M. E. SMITH



MATHEWSON & ROSEMOND LTD.

BUILDERS' & PLUMBERS' MERCHANTS

Regd. Office:

UNION MILLS, 9 DEWSBURY ROAD, LEEDS LS11 5DE

12.9.75

QUOTATION

We thank you for your enquiry, and have pleasure in quoting you as below

	Flamingo C.P.	Autumn Gold
Chatsworth Bath	£52.50p	£76.50p.
Spa Mixer and Flex shower	31.70p.	79.25p.
Pop up waste	13.30p	34.20p.
Front panel	10.25p.	10.25p.
Kensington Low level suite S trap, matching Saturn seat	71.85p.	79.35p.
23 x 19 Kensington basin & Ped.	32.85p.	32.85p.
Spa mixer and pop up waste	24.50p.	49.80p.
Toilet roll holder	1.95p.	1.95p.
Towel Ring	2.10p.	7.60p.

WHITE CLOAKROOM SUITE

Unitina Low level suite, Gemini seat	£40.20p.
22 x 16 Royalex basin and pedestal	11.25p.
½" Spa A/C taps	7.90p.
1½" Waste plug and chain	1.00p.

-20% Trade discount
(subject to approval)
-5% prompt payment.

ABOVE PRICES SUBJECT TO V.A.T.

p.p. Mathewson & Rosemond Ltd.

J.E. Smith.

Kensington BIDET.
Spa Mixer pop up waste.

16.65
52.20.

½" x 4" Centre basin mixer
pop up waste

17.01 ~~42.19~~ 17.01
ch.p.

SUBJECT TO OUR CONDITIONS OF SALE

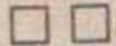
PICTURES/QUOTES FROM THE TIME



ORIGINAL COUNTER

supplying
Mathewson and
Rosemond supply
plumbers throughout
Leeds and the West
Riding area.

Besides plumbing
equipment, a compre-
hensive range of cen-
tral heating equipment
is also available.



The company, an
Associate Member of
the National Associa-
tion of Plumbing and
Heating Engineers,
stresses the importance
of customers coming to
a reputable firm.

Its approach is based
on professional advice
and service, and it



Supplying the trade at Mathewson and Rosemond.

ADVERTISING FEATURE

believes in the impor-
tance of recommending
registered plumbers
and heating engineers,
as opposed to
"cowboys" whom people
later regret employing.

Mrs. Smith says: "We
try to give good service.
If it is at all possible to
get anything quickly,
we will do our utmost to
supply it."

The company has 18
staff, and its salesmen
can claim a wealth of
experience, having
been in the trade all
their working lives.

The showroom at

ORIGINAL
SHOWROOM
(NOTE THE
DARK
COLOURED
SUITES)

Union Mills features fitted bathrooms, kitchens and bedrooms. Planning advice is provided, as well as free estimates.



For kitchens and bedrooms, the company supplies Kingsley Fitted Furniture, which can be tailor-made to fit any size of room exactly.



A family affair . . . examining a bathroom suite at Mathewson and Rosamond Ltd.

For bathrooms, the main stock is Armitage Shanks, as well as Twyford's, Trent Ware, Ideal Standard Ware, Balterley Ware, Harold Moore, Aqua, and corner baths by Renaissance.

Numerous taps and fittings are available from chrome to gold, as well as bathroom accessories such as cabinets, splashbacks and mirrors.

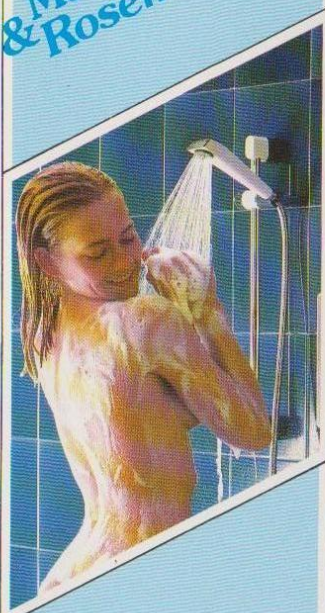


Special bathroom equipment for the disabled is also stocked, and a ramp is available at the showroom entrance to enable access for customers in wheelchairs

Mrs. Smith says: "We are proud of the fact that we have managed to survive this recession.

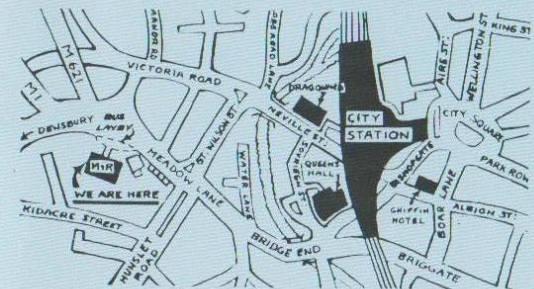
"There is a nice family atmosphere here. We are on first name terms with most of our customers and we like to give them personal, friendly service."

**Mathewson
& Rosemond Ltd.**

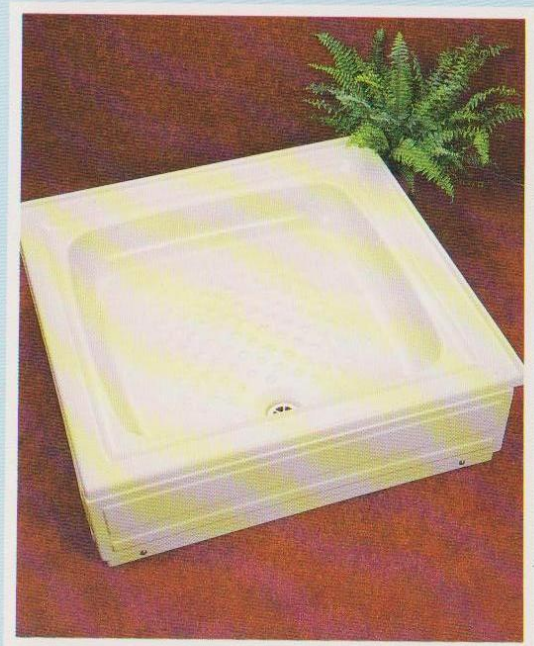


**KITCHENS
SHOWERS
BATHROOMS**

May we invite you to visit our showrooms where you can inspect a full range of bathroom suites by manufacturers such as Armitage Shanks, Ideal Standard, Allia, Renaissance, Balterley. Showers by Mira, Aqualisa, Triton and Heatrae. Shower enclosures by Daryl, Showerlux and Koralle. Chrome taps and accessories in Gold and Colourlux finishes. Kitchen and Bedroom furniture by Kingsley. Our Brochure illustrates some of the displays in our showrooms. We trust you will visit us to inspect our full range.

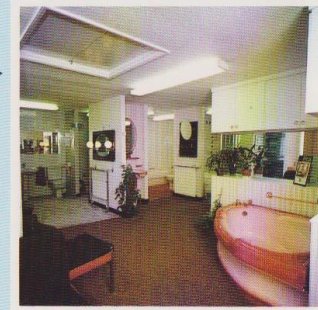


Union Mills, 9 Dewsbury Road, Leeds LS11 5DE
Telephones: 452619, 457983, 453054 and 444368.

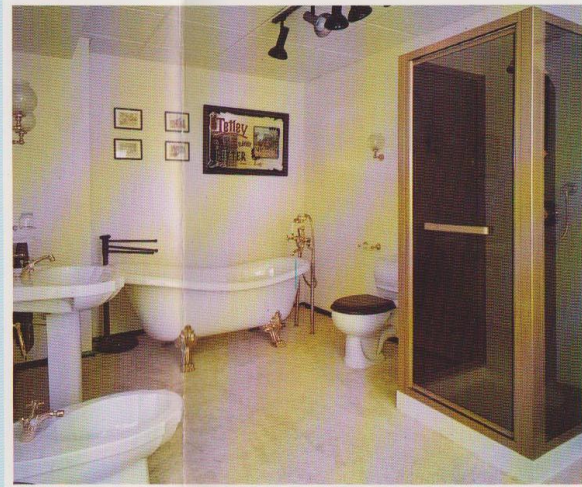




Full range of bathroom suites including the latest designs and colours from Armitage Shanks, Ideal Standard, Renaissance and Allia.



Victoriana Bathroom Suites comprising Samarcande Bath, 'Vernon Tutbury', Cotswold Basin, W.C. Suite and Bidet and Rudge original fittings.





Force 10
Power shower
incorporating
overhead
shower rose
with four
adjustments,
adjustable
Handspray, and
Body Jets.

Showerama
Style 999
Wide corner
entry shower
enclosure, gives
maximum
access in
minimum space.



A full range of electric showers are available
including Triton, Heatrae, Miralec,
Gainsborough.



Our Shower Room includes four
working showers and a changing room
should you wish to 'try before you buy'.

TAKING THE PLUNGE

Mathewson and Rosemond Ltd is a plumber's merchant, with a stock encompassing everything that the plumbing and heating trader might need

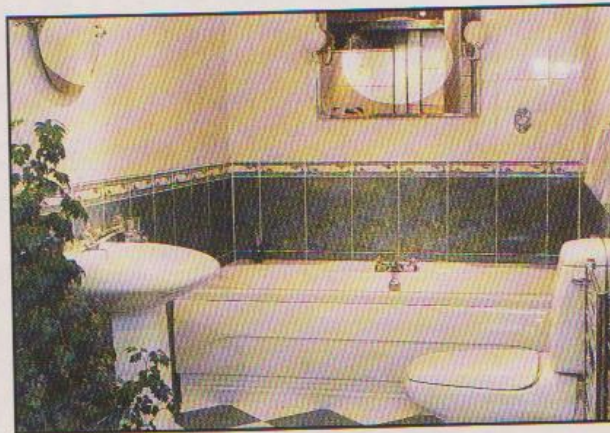
The phrase 'family business' tends to inspire a shudder in even the most well-meaning entrepreneur, conjuring up images of fusty traditionalists plying the same trade in the same way as they have for generations. Mathewson and Rosemond Ltd, however, has given the lie to this cliché, and has beaten the entrepreneur at his own game.

Established in 1954 by Donald Mathewson and Bob Rosemond, the company was revitalised in 1971 by the late Jim Smith and two partners, who have since retired. At present, Mathewson and Rosemond is run by Mrs Smith and her three sons and one daughter, along with Dennis Parker. The company is based at Union Mill in Leeds, with ease of access to the M1 and the M621 motorways.

With a stock encompassing

everything that the discerning plumbing and heating engineer might need, from 'O' rings to central heating systems, the company has seen its market growing steadily over the years, and increased demand has resulted in a gradual expansion.

Mathewson and Rosemond employs a dedicated team of 19, one of whom is a former plumber and heating engineer. As Mrs Smith remarks, "The team has a winning combination of youth and experience. Our staff have the extensive knowledge of the trade necessary to provide a good service, coupled with the enthusiasm which keeps customers coming back again and again. We also have a very low



staff turnover, which I'd put down to the fact that the company is very friendly and approachable. There's definitely a family spirit."

This family atmosphere carries over into the company's customer service, resulting in a hands-on approach to business. This has in turn led to the establishment of a customer-base of long standing, and a good rapport with customer and supplier alike. It is a tribute to

these qualities that Mathewson and Rosemond is now one of the oldest plumber's merchants in the area, with one of the youngest workforces.

However, before the entrepreneurs among us begin to congratulate themselves on their earlier assumptions, it should be said that the

last twelve months have seen a number of changes take place at Mathewson and Rosemond. In fact, the company has devised an ambitious programme of refurbishment and expansion which ought to dispel once and for all the myth that family firms are inevitably backwards-looking.

The catalyst for this programme of redevelopment was modest enough. As Mrs Smith

puts it, "The roof of the showroom was leaking badly, causing untold problems, so we decided that, while we were having the roof mended, we might as well go the whole hog and have a complete refurbishment of the showroom."

Phase one began with the re-roofing, and the redecoration of the exterior of the showroom. The interior was then redesigned; walls were knocked down and the showroom completely rearranged. The premises now boasts two floors with twenty individual bathroom suite displays, consisting of quality products supplied by the leading manufacturers: Armitage Shanks, Heritage, Airbath, Harold Moore and Ideal Standard. Shower screens and cubicles are supplied by Daryl, Roman, Matki, Nordic, Showerlux and Kubex, while the fitted bathroom furniture on display is supplied by familiar names such as Kingsley Fitted Furniture and Crescendo.

Phase two of the development is now in progress – the design and implementation of a shower room where visitors can actually try out the various different

showers available! This novel sales technique was originally put into operation in Mathewson and Rosemond's showroom ten years ago, and was precipitated by the fact that there were so many different types of showers on the market that it had become increasingly difficult for customers to choose between them.

Customers at Mathewson and Rosemond can now test the capabilities of products, from electric showers through to power showers, before making a purchase. Similarly incorporated in the showroom will be a steam/Turkish shower enclosure, which potential customers may try out if they wish.

With the public once again prepared to spend money on home improvements, the domestic market is also on the upturn. Business is booming, and the future looks bright for Mathewson and Rosemond Ltd. As it moves towards the end of the century, the company looks set to confound all expectations, combining the benefits of the family business with the ambition it takes to stay ahead. ■



FROM COLOURS TO WHITE (FITTINGS STILL GOLD)

COMPUTING

Computer helps boost family firm

Family plumbers merchants Mathewson & Rosemond Ltd is boosting its business by means of a new computer system implemented with grant assistance from Leeds TEC, hard work by the company's staff and some novel selling ideas which include inviting customers to try out baths, showers and saunas in the showroom.

The company, based in a Holbeck mill near the M1 motorway, previously operated a manual invoicing and stock control system.

"It was a very antiquated system that hadn't been changed for 20 years. We weren't sure what we had in stock - all the information was all in peoples' heads," said Chairman Mary Smith.

Now the firm has a fully computerised stock and accounts system which provides, for the first time, up-to-date management accounts and an exact breakdown

of stock levels and purchase requirements.

Mary explained the background: "We purchased a computer system five years ago but only used it to send statements to customers and to input purchase details. Last year we decided that because profits were so low that further investment in the computer system was required to help us run more efficiently. Initially we had some resistance to the idea from our staff, mainly because the plumbing trade is a bit old fashioned.

In February this year we brought in a computer consultant and enlisted financial help from Leeds TEC. Since then we have re-organised all our stocks, created space for new lines and got rid of slow moving items. We have trained everybody and inputted all the detail onto the computer. All this has been hard work for everybody but it has made a huge difference. I am convinced that our profits will show that the hard work was worthwhile."

Terry, a director at Mathewson & Rosemond also extolled the virtues of the new system: He said: "I'd never touched a keyboard in my life before we computerised our operations. Now we really know what is going on and we can ensure that all our capital isn't tied up in stock. This means we can develop new lines and provide an even better service for the customers.

The TEC's financial assistance was invaluable. They paid a third of the consultants' fees and oversaw the whole process making sure that we got the system we needed."

The company is truly a family firm, employing Mary's three sons, Terry, Michael and Christopher, plus her daughter Anne. As directors, Terry and Michael are responsible for the plumbing and heating sides of the business respectively. Anne is in charge of sales invoicing and Christopher assists Michael with heating activities.

Computer
Age
early 90's
(We would not cope
without it now)



Company Director Terry Smith in Mathewson & Rosemond's newly organised warehouse

Our one & only 5-a-side Team



From left to right:-
Jonathan Parker
Ian Parker
Terry Smith
Michael Smith
Michael Britton

Area View LS11



Past



Present





Trade Counter

In this picture

From Left
Richard Cooper
Ken Britton
Jeff Mellor

Past



Present

Trade Counter

In this picture
Gordon Richmond
Jeff Mellor
& well known
customer
Barry Watson



Sales Office



(Past)
On The Left
Trevor Makinson
Terry Smith
Chris Smith
Pat McMahon

Present



Accounts Office Pre/Post Computer



Above Anne & Cora

Right
Matthew
Sarah
Anne



Counter Regeneration



Counter Regeneration



Counter Regeneration



Counter Regeneration



External Re-furb



Present Buildings







WASHROOMS

1. Washroom	1.00
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Do You Remember When?



Aqualisa Hot Air Balloon



Gary on tour! (Gran
Canaria with AHED)



At the Olive Tree



OliveTree



Into The Future

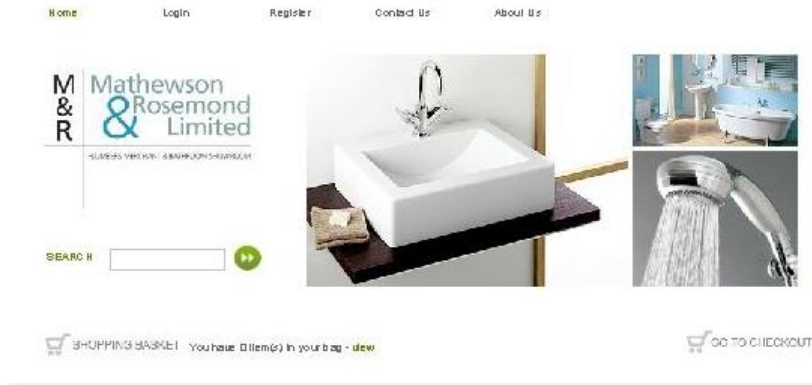
M
&
R

Mathewson
& Rosemond
Limited

PLUMBERS MERCHANT & BATHROOM SHOWROOM

Now Online

mathewsonandrosemond.co.uk



BROWSE OUR CATEGORIES

- Bathrooms
- Brassware
- Building Supplies
- Cleaning Products
- Commercial Range
- Drill Bits
- Electrical
- Fittings
- Outletting
- Heating
- Kitchen
- Plumbing
- Pump & Meters
- Shower Doors
- Shower Rats And Outlets
- Shower Trays
- Showers
- Tools
- Underground
- Ventilation Systems
- Water Treatment
- Work Wear

Welcome to Mathewson & Rosemond, the only name you need for bathroom, plumbing and heating systems in West Yorkshire.

From a complete new bathroom suite through to a single plumbing part, we have a wide range of quality items from leading manufacturers. Showers, plumbing accessories, central heating spares... everything you could need, in fact, to solve all your plumbing problems, and it's all available trade as well as to the general public.

Our friendly, skilled team will be pleased to help with any questions you may have, so don't hesitate to drop in, call or send us an email - you'll find the details on the contact us page. In the meantime, enjoy our site, and find out why Mathewson & Rosemond is such a respected name for plumbing, heating and bathrooms in Leeds and West Yorkshire.

FREE
Next Day Delivery!
On orders over £100

Terms & Conditions Apply



Next Day Delivery!

If your items are in stock and we receive your order before 2.30pm, we will ship the items the same day, for next day delivery.

Click here to see terms and conditions.

Identify a Part

Please fill in the form below and we'll try to help you with any problems that you may be having with your plumbing.

Full Name:

Email Address:



& Finally

- It would be fitting to add a tribute this evening to Donald Mathewson and Bob Rosemond, the founders of the company, who have now both passed away.
-
- Also to my late husband, Jim, who had the foresight to see the potential of a small business to give a "service" to the plumbing trade and to the directors and staff who were behind him to make this possible.
-
- Thanks to our suppliers, customers and loyal staff, past and present and to my daughter and sons for keeping the tradition going
- and to my grandsons for playing a large part in organising this evening's event.
-
- Best wishes for the future.
-
- Mary Smith

