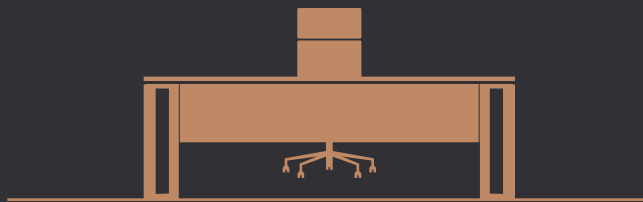




WILLIAM HANDS



PURE COLLECTION



## William Hands

Our process starts with a single sheet of white paper, every mark a statement, every thought witnessed, every stroke adding meaning to a moment in time.

Our ideology and passion for creating the highest quality pieces of furniture demands that we only select the finest materials, meticulously crafting our products without compromise.

Founded in 1906 William Hands reputation for excellence is the result of exceptional service, craftsmanship and design. Manufacturing from the original site on which the company was founded, William Hands is a symbol of the success and evolution of the British furniture industry.



## PURE

### ENGINEERED DESKING ELEGANCE



The PURE collection embodies the design and manufacturing philosophy of William Hands; architectural aesthetic qualities, considered proportions, clearly defined linear forms and beautifully refined signature details. Hand-crafted from the finest, sustainable natural veneers and solid timbers, expertly selected and finished to the highest possible standards.

PURE has been specifically design engineered to be the most efficient William Hands desking collection to date. Born out of the ever present requirement to provide timeless, cost effective, high quality executive workplace furniture. With an understated universal appeal, a seemingly infinite number of aesthetic options and combinations all available from a true British furniture maker.



# PURE V9

The PURE V9 aesthetic embodies the best of British craftsmanship and design. In an environment where leadership, experience and trust are core values, the PURE range proposes these values through its refined geometric shapes, timeless aesthetic and strong design architecture. Open linear forms, clean lines and the finest material combinations serve to convey an aura of professionalism and strong principles.

The main desk components have been meticulously designed to offer a strong and appealing aesthetic and are separated by subtle inset elements creating beautiful shadow lines that contrast the main desk veneer. The return element has a simple return section to cater for a PC base unit and vertical cable management ensuring the clean design integrity is maintained.



## PURE V9

Using a darker palette of materials; quarter cut slip matched American Black Walnut, satin black lacquer and opaque black glass surfaces; PURE creates an environment that inspires confidence and respect. A mid-height modesty panel conceals the integrated, structural cable beam behind.

Horizontal grain directions elongate the linear forms, while the beautifully crafted open end frames and contrasting shadow infill's invite the eye to appreciate the vista from all angles. Flush fitting veneered access ports ensure the slip-matched veneer finish remains uncluttered and clean.

PURE desks cater for the numerous working styles and practices required in the executive environment. Options for return desks and stand-alone pieces are available in a wide range of well-proportioned, industry recognised sizes.

# PURE V7

Dynamism, passion and a highly dedicated work ethic are core values. Combined they propose an air of competence and leadership. Understated British craftsmanship, unique signature detailing and a luxurious depth of finish become apparent and over time project an air of confidence and maturity.

The use of lighter tone quarter cut, slip matched veneers set against bright highlights of polished chrome and white lacquer create a vista of contrast, dynamic shapes and a timeless elegance. Complementary meeting tables, SHADOW storage units and PRECEPT chairs offer up a stunning workplace vista.



## PURE V7

Approachability and the need for collaboration are equally important. PURE desks support these principles via their inviting open form and generous working surfaces. Open chrome end frames mirror the beauty of the surrounding working environment.

Co-ordinating storage elements offer a practical and stunning backdrop to the main work and meeting component. Soft close doors and drawers enhance the feeling of refinement, while horizontal grain directions on the front elevation elongate the proportions of each piece.



# PURE V5



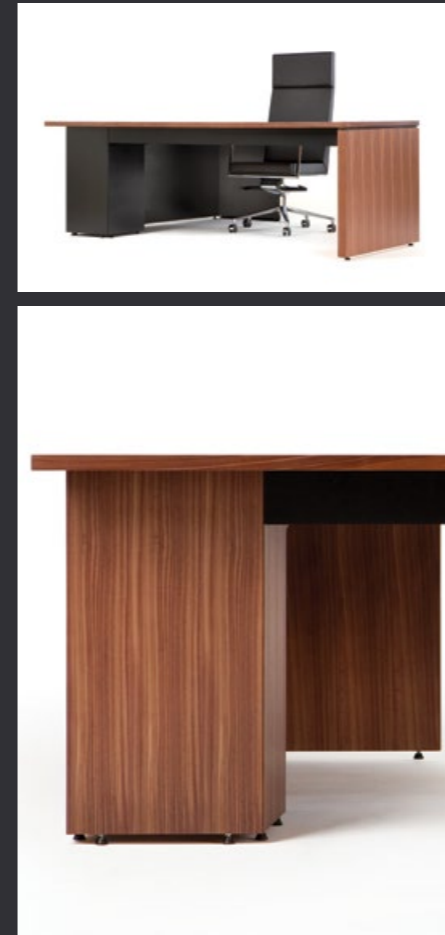
When PURE desks are employed in their most efficient form and finished in a palette of lighter materials, they serve to create a dynamic open plan setting where creativity and productivity can flourish.

A monochrome palette of contrasting lacquer and glass elements provide definition and a sharp backdrop against which the beautiful, natural timber elements can be appreciated.

"Invisible" vertical cable management provision, hidden within the thickness of the end panels allow services to be completely hidden from view even in the collections "purest" stand-alone form.



# PURE FEATURES



- PURE signature detailing includes; three distinct end frame designs all beautifully separated from the veneered top by a monochrome shadow infill. Desk tops and modesty panels are veneered long grain, elongating their form.
- Flush fitting, linear cable access ports with matched grain allow access through the main work top without compromising the clean aesthetic.
- Numerous options for modesty panel heights and finishes are available either to coordinate or contrast with the supporting, return base structure and end panel/frame designs.

- Cable access to the desk top is facilitated in three ways; behind flush fitting vertical cable risers concealed within the thickness of the V5 end panels. Via the return desk element in the corner of the desk or through a vertical cable spine when standalone V7 and V9 desks are specified.
- Supporting storage is available under the desk returns in the form of PURE three drawer pedestals, return file drawer units and two door cupboards. All nest perfectly under the return element of the "L" shape desks.

- PURE desks are supported by a sharp and extensive range of complementary elements; SHADOW storage units and credenza cabinets afford the opportunity to create a practical, fully integrated statement piece environment.
- Clear matt lacquers beautifully present the hand selected, suited natural veneers and timbers harvested from sustainable resources.

- The PRECEPT executive seating collection synergises perfectly with the PURE range; designed to offer premium comfort with a contemporary style edge. Available in a wide selection of styles and proportions and upholstered in the finest fabrics and hides, it combines with PURE to deliver a premium working environment that truly inspires.

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 Certificate Reg. No. TT-COC-001739  
 The FSC logo assigned to office furniture produced by William Hands of Wycombe identifies products which contain wood from well managed forests independently certified in accordance with the rules of the Forest Stewardship Council A.C.







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