



BURNING BRIGHT

Catherine Mallord interviews Burning Desires' Sean Treadell, about what makes them burn brighter than the rest

What do Burning Desires do?

We believe our strap line, "Fires and fireplaces of distinction", sums up our offering which is beautiful designs, quality products and something for all tastes. From contemporary hole in the wall or hanging designs that you might plan a whole room around, to classic fires or traditional stoves, we have the perfect heating solution to suit all tastes and budgets.

What makes you different?

Over the 23 years since we launched the business we have grown and innovated allowing us to showcase fires which incorporate the latest technological advancements and cutting edge designs.

Our dedicated team of 16 staff are committed to delivering a personal service with home visits to measure up and advise on the best products, to our fitters who make sure every last detail is functioning and perfectly installed. Our team of experienced installers



are registered with the governing bodies for gas and solid fuel installers – GAS SAFE and Hetas.

Tell us about your products?

With over 75 working displays in the showroom we really do have something that will cater for all tastes and budgets. We stock only the best brands and we are trusted supply partners for all of them, from the iconic Robeys and Chesneys to TULP, Dru and Legend.

“ CUSTOMERS MAY COME TO US LOOKING FOR A GAS FIRE AND END UP WITH AN ELECTRIC ONE INSTEAD – THE DESIGNS HAVE COME SO FAR THEY OFTEN CAN'T TELL THE DIFFERENCE ”

Who are your customers?

As well as residential installs, as much as 40 per cent of our work is commercial working with architects, builders and interior designers. This can range from installing and maintaining fires in the refurbished Ribble Valley Inns and Northcote through to fires and fireplaces for new property developments.

We work right across Lancashire, the North West and beyond. We work closely with lots of professions across the counties including Theofano in Whalley, Maureen Whitmore in Penrith and Uber Interiors of Knutsford.

What can customers expect when purchasing a fire or fireplace from you?

We bring experience and we offer advice. We will listen to what you want and get

an understanding of your lifestyle, how you use the rooms and your heating needs.

Can customers get exactly what they are looking for?

Nearly all fires come in a range of sizes and can be wall mounted or sunk and finished off with tile or granite surrounds or more simple frames or cabinetry mounts. With our bespoke design service we can tailor products to customers' exact specifications such as adding or removing glowing embers or changing the coals or wood.

What does the future look like for the business?

We will continue to source new products and new brands and there are further exciting developments in our commercial operation too, delivering some exciting high profile installs including fires for each of the new boutique hotel rooms at Northcote. ■

To further develop our presence in the Lake District we are exhibiting at an event in February 2015 at the Rheged Centre at Penrith.

To find out more about Burning Desires, please visit: www.burningdesires.co.uk or visit the showroom.



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