



PREMIUM TABLEWARE



APARTU

Narumi *Bone China*

www.goodf.co.uk

NARUMI

Introduction

Welcome to our new format downloads which are aimed to provide focused and inspirational information on each main brand and functional areas such as Afternoon Tea etc.

Please visit our website regularly to explore the series of downloads as we build them.

Each download will provide inspirational food images, the range of products for each brand and functional area, along with information on whether we carry an item as Core Stock (which means we will usually have a good level in stock at all times). Core Stock items will be identified by a ● alongside each item.

If items are identified as a Special Order with a □ then, even for samples, we will need to place an order with the supplier. This usually applies to hand-made products or where items are available in a range of glazes.

We hope you will find our new way of providing 'catalogue' information more useful and will help provide some inspiration to enable you to make the best choice.

We are always available to provide you with in-person help, via our friendly Customer Services team or at our London Showroom.

20 Little Portland Street, London, W1W 8BS
Call: 0844 334 5232
Email: sales@goodf.co.uk
Visit: www.goodf.co.uk

Narumi

The original factory was built in 1938 by Nagota Seito, and came under Narumi ownership in 1946, since when it has been producing fine Bone China and started exporting in 1965. Its long history in the manufacture of tableware has taken the company through many changes in style and demands. It opened its Indonesia factory in 2010 to service growing needs from its loyal customers.

We have been a partner of Narumi's for the past 11 years and have been astounded by its dedication to high quality production and bespoke decoration. We have commissioned bespoke designs for some of the country's 5* Hotels and Michelin * restaurants, who recognize Narumi's trademark precision at in-glaze decoration as well as its durability in high volume environments.

Narumi's extensive product range covers dinnerware, tea service and buffet areas. Hotels can be confident that the durability of Narumi's Bone China is exceptional, whether as Room Amenities, Afternoon Tea items, Dinnerware or Buffet.

If you are looking for a high quality core china, then Narumi is a great choice.

For the last few years, we have been working with Narumi to create a number of 'Chef Plates' that augment their standard ranges and capitalize on Narumi's technical ability to produce a matt and shiny surface on the same item. This ability to add texture to plates has made Narumi a favourite with our chefs in the UK, starting as we did with the Esprit range in 2012.



Wherever you see this symbol you can link direct to our website page

● **CORE STOCK ITEMS:** All other products are available upon request and are subject to delivery times. For full product selection please visit our website www.goodf.co.uk and register your details to see all prices.

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Sustainability

After extensive research Narumi has revised its manufacturing method to save energy by reducing the number of firings for a significant percentage of its products, without harming the quality.

Other initiatives to reduce Co2 emissions include diverting heat from the kilns to the drying room.

- Approximately 9% of the raw materials from manufacturing waste and defective products are ground down to be recycled into new products. Research is ongoing to explore ways to increase the amount of recycled materials.
- Since 2012 Narumi has donated part of its profits from the sale of children's tableware, to Florence, a NPO which aims to help create "a society where everyone embraces their children, where people can take on any challenge while raising their children, and where families of all kinds are full of smile". In addition to donations, Narumi support Florence by providing tableware for children at the charity's facilities.



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PREMIUM TABLEWARE **BONE CHINA**



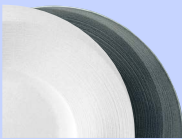
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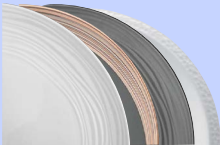
NARUMI

The Ranges

Click on the range names below to link to their page.



Esprit



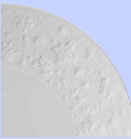
Chefs Plates



Cool Coupe



Flat Rim



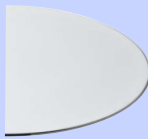
Resonance



Ripple

Afternoon Tea

Click on the range names below to link to their page.



Platinum Line



Accessories



NARUMI

Esprit

Modern shape. Durable, innovative and stylish.
A great choice for all types of restaurants



PLATES & BOWLS



● **Esprit Service Plate**
Matt/Shiny 30cm - White
F02205-30



● **Esprit Round Plate**
Matt/Shiny 30cm - White
F02201-30



● **Esprit Dinner Plate**
Matt/Shiny 27cm - White
F02202-27
● **Esprit Meat Plate**
Matt/Shiny 23cm - White
F02202-23



● **Esprit Service Plate**
Matt/Shiny 30cm - Black
H02205-30



● **Esprit Deep Plate**
Matt/Shiny 23cm - Black
H02208-23
● Matt/Shiny 27cm - Black
H02208-27



● **Esprit Cake Plate**
Matt/Shiny 18cm - White
F02202-18
● **Esprit Side Plate**
Matt/Shiny 16cm - White
F02202-16



● **Esprit Soup Plate**
Matt/Shiny 23cm - White
F02229



● **Esprit Deep Plate**
Matt/Shiny 27cm - White
F02208-27
Matt/Shiny 23cm - White
● **F02208-23**



● **Esprit Deep Show Plate**
Matt/Shiny 26cm - White
F02207-26



● **Esprit Shiny Cover**
For F02207-26
F02206-C26



● **Esprit Oval Tray**
Matt/Shiny 23cm - White
F02210-23



Esprit Bowl
Matt/Shiny 22cm - White
F02203-22
Matt/Shiny 19cm - White
F02203-19



Esprit Bowl
Matt/Shiny 16cm - White
F02203-16
Matt/Shiny 14cm - White
● **F02203-14**
Matt/Shiny 13cm - White
● **F02203-13**



● **Esprit Bowl**
Matt/Shiny 10cm - White
F02204-10



● **Esprit Chappai/Free Cup**
Matt/Shiny 9cm - White
F02209-9

BEVERAGE SERVICE



● **Esprit Tea Cup**
Matt/Shiny
F02217
● **Esprit Large Saucer**
Matt/Shiny
F02216



● **Esprit Coffee Cup**
Matt/Shiny
F02215
● **Esprit Large Saucer**
Matt/Shiny
F02216



● **Esprit Espresso Cup**
Matt/Shiny
F02213
● **Esprit Small Saucer**
Matt/Shiny
F02214



● **Esprit Cappuccino Cup**
350cc - Matt Shiny
F02226



● **Esprit Mug**
350cc - Matt Shiny
F02220



● **Esprit Creamer**
22cl - Matt/Shiny
F02224
● **Esprit Creamer (M)**
16cl - Matt/Shiny
F02605



● **Esprit Sugar Bowl With Cover**
34cl - Matt/Shiny
F02218



● **Esprit Sugar Bowl With Cover**
27cl - Matt/Shiny
F02227



● **Esprit Tea/Coffee Pot**
80cl - Matt/Shiny
F02231



Esprit Teapot
55cl - Shiny
F02073



● **Esprit Tea/Coffee Pot**
53cl - Matt/Shiny
F02230

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PREMIUM TABLEWARE **BONE CHINA**

NARUMI

Chefs Plates

Rolled and reinforced edge for durability.
Individual pieces mix with any other ranges.

PLATES



● Shower Plate
28cm - Matt/Shiny
F02101



● Forest Plate
28cm - Matt/Shiny
F02102



● Forest Plate
28cm Black Matt/Shiny
H02250



● Rose Gold Swirl
27cm Black Matt/Shiny
H02252



● Deep Plate
29cm Black Matt/Shiny
H02255
25cm Black Matt/Shiny
H02253



● Deep Plate
29cm - Matt/Shiny
H02256
25cm - Matt/Shiny
H02257



● Rustic Dinner Plate
28cm - Matt/Shiny
H02258



● Hammer Dinner Plate
28cm - White
F02271-28
● Hammer (Over) Salad Plate
21cm - White
F02271-21



● Ryldges Plate
27cm - White Matt/Shiny
F02821



● Ryldges Deep Plate
27cm - White Matt/Shiny
F02822



● Kintsugi Plate
27cm - Pink Flower
F02824



● Kintsugi Plate
27cm - River
F02823



● Ripple
28cm - White Gold
F02930-28



● Jakuen Plate
27cm
H02102



● Jakuen Plate
14cm
H02103



● Jakuen Deep Bowl
24cm
H02104



● Jakuen Rustic Dish
21 x 17cm
H02105



● Aso Stage Plate
12 x 5cm(h) - Brown
H02513



● Aso Rock Plate
10 x 10 x 4.3cm(h) - Brown
H02512



● Ena Rock Plat
10 x 10 x 4.3cm(h) - White
H02502



● Ena Stage Plate
15 x 6cm(h) - White
H02504



● Ena Stage Plate
12 x 5cm(h) - White
H02503

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NARUMI

Cool Coupe

- Stylish and durable • Ideal volume range
- Dishwasher, oven, freezer and microwave safe

PLATES & BOWLS



• Cool Coupe Deep Plate
28cm
F02355-28



• Cool Coupe Deep Plate
23cm
F02355-23



Cool Coupe Round Bowl
F02330-14 14cm
F02330-11 11cm



Round Cool Coupe Bowl
• F02325-14 14cm
• F02325-10 10cm



Chairo Coupe Plate
• F02103-28 28cm
• F02103-22 22cm



Chinese Line Round Coupe Plate
• F02392-27 27cm
• F02392-25 25cm
• F02392-21 21cm



Chinese Line Round Coupe Plate
• F02392-16 16cm
• F02392-14 14cm
• F02392-09 9cm



• Chinese Line Coupe Butter Tray
F02520 22cm



Chinese Line Oval Coupe Platter
• F02390-30 30cm
• F02390-25 25cm
• F02390-23 23cm



Chinese Line Oval Rim Platter
• F02391-35 35cm
• F02391-30 30cm



• Chinese Rice Bowl
10cm - White
F02511-10



Chinese Noodle Bowl
F02396 12cm



NARUMI

Cool Coupe



• Cool Coupe Tea/Coffee Cup
F02361 28cl
• Cool Coupe Common Saucer
F02362 16cm



• Cool Coupe Espresso Cup
F02363 8cl
• Cool Coupe Espresso Saucer
F02364 12cm



• Cool Coupe Cappuccino Cup
F02365 37cl



Cool Coupe Mug
F02369 46cl



• Cool Coupe Coffee Pot
F02374 57cl



• Cool Coupe Teapot With Cover
F02522 118cl



• Cool Coupe Tea Pot With Cover
F02368 66cl



Cool Coupe Sugar Bowl
F02371 - Large
• F02372 - Small



• Cool Coupe Creamer
F02367 18cl

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NARUMI

Flat Rim

Matt and shiny textured finish to add a new dimension to your presentation

PLATES & BOWLS



Flat Rim Plate
F02430-30 30cm
F02430-29 29cm
F02430-27 27cm
F02430-23 23cm
F02430-21 21cm
F02430-16 16cm



Wide Rim Pasta Plate
F02450 29cm



Flat Rim Soup Plate
Wide Rim
F02431 25cm



Flat Rim Fruit Bowl
F02513 14cm



Flat Plate
F02750-30 30cm
F02750-26 26cm
F02750-20 20cm
F02750-17 17cm
F02750-11 11cm

BEVERAGE SERVICE



Flat Rim Tea/Coffee Cup
F02514 25cl
Flat Rim Tea/Coffee
Cup Saucer
F02515 16cm



Flat Rim Espresso Cup
F02516 13cl
Flat Rim
Espresso Saucer
F02517 11cm



Flat Rim Tea Pot
71cl (1-2p)
F02518



Flat Rim Coffee Pot
60cl (1-2p)
F02519



Flat Rim Sugar Bowl
With Cover
10.8 x 8.3cm
F02523



Flat Rim Creamer
F02524 17cl



Inflight Oblong Tray
15 x 8.3cm
F02410



Oval Dish
17.8 x 9.5 x 3.6cm(h)
F02711

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PREMIUM TABLEWARE **BONE CHINA**

NARUMI

Nomadd

Matt and shiny textured finish to add a new dimension to your presentation

BEVERAGE SERVICE



Nomadd Plate
12cm - White
F02831



Nomadd Bowl
12cm - White
F02832



Nomadd Plate
18cm - White
F02835



Nomadd Bowl
18cm - White
F02836



Nomadd Quarter Bowl
11.3 x 8.2cm - White
F02833



Nomadd Leaf Boat
11.5 x 4.2cm - White
F02834



Nomadd Plate
12cm - Sky Blue
F02841



Nomadd Bowl
12cm - Sky Blue
F02842



Nomadd Plate
18cm - Sky Blue
F02843



Nomadd Bowl
18cm - Sky Blue
F02844

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NARUMI

Resonance

Rolled and reinforced edge for durability.

Individual pieces mix with any other ranges.

Some items have a distinctive shape, decoration or delicate relief to make the food stand out

PLATES



Resonance Relief Fade Plate
28cm - White
Silky Matte & Shiny
F02544



Resonance Relief Fade Plate
21cm - White
Silky Matte & Shiny
F02545



Resonance Relief Fade Plate
16cm - White Silky Matte
F02546



Resonance Relief Solid Plate
28cm - White Silky Matte
F02541



Resonance Relief Solid Plate
21cm - White Silky Matte
F02542



Resonance Relief Solid Plate
16cm - White Silky Matte
F02543



Resonance Relief Plate
28cm - White
Silky Matte & Shiny
F02547



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NARUMI

Afternoon Tea

Click on the range names below to link to their page.



Platinum Line



Accessories

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NARUMI

Platinum Line

- The best form of understated elegance
- Dishwasher safe

PLATES



Chinese Flat Plate With Platinum Line
F02707-29 29cm
F02707-26 21cm

Flat Rim Plate With Platinum Line
F02810-21 21cm

Platinum Line Oblong Tray
F02850 37cm

BEVERAGE SERVICE



Tea/Coffee Cup With Platinum Line
F02800
Saucer With Platinum Line
F02801 16cm

Espresso Cup With Platinum Line
F02808
Espresso Saucer With Platinum Line
F02809

Tea Pot & Lid With Platinum Line
F02802 71cl

Coffee Pot & Lid With Platinum Line
F02803 60cl

Sugar Bowl And Lid With Platinum Line
F02804

Creamer With Platinum Line
F02805 17cl



Caster Tray With Platinum Line
F02806 25cm



Butter Dish With Platinum Line
F02814 9.5cm
Cover For Butter Dish With Platinum Knob
F02813



Marmalade Pot With Platinum Line
F02807



Jam Pot/Small Cup With Platinum Line
6.8 x 3.3cm(h)
F02811
Lid For Jam Pot/Small Cup With Platinum Line
6.8 x 3.3cm(h)
F02812

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ACCESSORIES



Jam Pot/Small Cup
6.8cm x 3.3cm(h)
F02705
Lid For Jam Pot/Small Cup F02705
6.8cm x 3.3cm(h)
F02706



Marmalade Pot
6 x 6.1cm(h)
F02704



Caster Tray
F02526 25cm



Salt Shaker
5.4 x 8.5cm(h)
F02470



Egg Cup
5.2 x 6cm(h)
F02467



Dressing Boat
21 x 9.2cm(h) - 34cl
F02468



Amusement Spoon
10.5cm
F02469



Creamer Jug
8.9 x 6.2 x 4.3cm(h)
170cc
F02712



Chinese White Spoon
13cm
F02466

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NARUMI

Queens Garden

BEVERAGE SERVICE



Queens Garden Plate
19cm - White
F02865



**Queens Garden Tea/
Coffee Cup**
270cc - Green
F02860

Queens Garden Saucer
16cm - Green
F02861



**Queens Garden Sugar
Bowl W/Cover**
16cm/250cc - Green
F02863



Queens Garden Creamer
170cc - Green
F02864



**Queens Garden Tea Pot
W/Cover**
900cc - Green
F02862

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1

NARUMI
Bespoke Plate
Design Proposal

GUIDELINE FOR MOQ & LEADTIME

	Category	Example	Design Volume	MOQ		Step 1: Design Sketch Leadtime image	Step 2: Sticker Sample Leadtime image	Step 3: Fired Sample Leadtime image	Step 4: Mass Production Leadtime image
				Initial	Re-order				
1	Logo	One Point Logo	Light	100pcs/order	50pcs/order	>1 week	(2 weeks)	3 > 4 weeks	5 > 7 weeks
		One Point Logo with Color Line	Light			>1 week	*if necessary"	3 > 4 weeks	5 > 7 weeks
2	Show Plate Only	Simple Design with a few colors	Middle	250pcs/item	-	1 > 1.5 weeks	2 weeks	4 weeks	6 > 8 weeks
		Complicated Design with many colors	Heavy			1.5 > 2 weeks	2 weeks	4 > 5 weeks	6 > 8 weeks
3	Various items	Simple Design with a few colors	Middle	5,000pcs /10 items	-	1.5 > 2 weeks	3 weeks	4 > 5 weeks	8 > 10 weeks
		Complicated Design with many colors	Heavy			2 > 2.5 weeks	3 weeks	5 > 6 weeks	8 > 10 weeks

*The actual schedule might be adjusted based on development capacity.

*Additional development cost is chargeable if minimum quantity is not met.

*Depending on the stock availability in Japan.

*It would be depending on the design and number of items.

*It would be depending on the total volumes.

*Add shipping lead time.



Step 1 : Design Sketch

After receiving design requests, NARUMI will a Design Sketch on paper or jpeg image.

If multiple colours are to be used for the design, the Design Sketch (on paper) will be sent to check the colour tone style in order to avoid mistakes.

Please note that the colour might differ depending on the PC/Laptop /Copier.



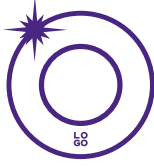
Step 2 : Sticker Sample
(Optional)

After the design is approved by the customers, the Sticker sample (Copy Paste sample) can be prepared to check the design position.

The colours of the Sticker samples are NOT the same as actual firing sample. However, it's helpful to catch the entire image for the customers.

We recommend you follow this step especially for complex designs and in case there are multiple design proposals.

(This process is an option, and can be omitted for simple designs.)



Step 3 : Fired Sample

After the order confirmation with approval of the Design/Sticker samples, the Fired samples will be developed, and they will be sent for final approval of products.

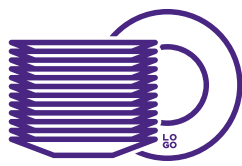
The colours of the Fired sample will be based on the design drawing, not Sticker sample, so we need the colour confirmation by Paper sketch in Step 1 or 2.



Step 4 : Final Approval

The customer must sign off acceptance of the Fired sample and any amendments agreed before production can begin.

A sign-off document will be retained by G&G, along with the Fired final sample.



Step 5 : Mass Production

The customer must accept responsibility and pay for the order before production can commence.

Once production has commenced no adjustment can be made to the design.

2

REQUIRED MATERIAL /DATA

CUSTOMER'S OWN DESIGN

- Please send us:
- Design data in Ai / Eps / outlined PDF
 - Instruction on size & positioning of the design motif / logo
 - Color specification
(e.g. "Pantone No.xxx"; "The same blue color as Anatolia Blue")

NARUMI'S PROPOSED DESIGN

- Please send us:
- Interior design rendering/Mood board
 - Concept of the outlet
 - Design requirements
(e.g. Color? Specific design motif? Simple? Gorgeous?)



GOODFELLOWS

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DECORATION EXAMPLES

1. LOGO

One Point Logo

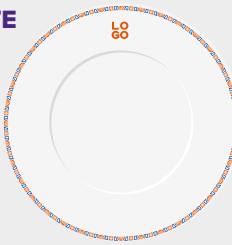


One Point Logo with Color Line



2. SHOW PLATE ONLY

Simple Design with a few colors

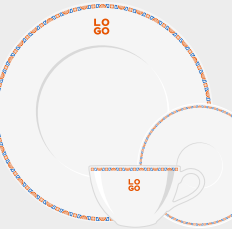


Complicated Design with many colors



3. VARIOUS ITEMS

Simple Design with a few colors



Complicated Design with many colors



Visit Our Showroom

Our showroom is the 'go to' place for a unique experience in selecting tableware or food display concepts for your restaurant or catering site.

Our team are there to advise on style, functionality, pricing and concept design involving exclusive crockery, glassware, cutlery, buffet display and hospitality set ups.

Our collection changes weekly, so even if you have been before we are always worth another visit.

20 LITTLE PORTLAND STREET, LONDON, W1W 8BS

Make an appointment now Call 0844 334 5232

Email: sales@goodf.co.uk

Visit: www.goodf.co.uk



How to Order

Opening a credit account is quick and easy.



Call us

Mon - Fri 8.30am - 5.00pm

0844 334 5232

(+44 (0) 191 518 4545 for outside UK)



Email us

sales@goodf.co.uk



Visit our website

www.goodf.co.uk



Write to us

**Sales Team
Goodfellow & Goodfellow
1 Swan Road
South West Industrial Estate
Peterlee
Co. Durham
SR8 2HS**

If you don't have an account with us already, it's quick and easy to set up. Just call our number or go to the website **www.goodf.co.uk/register**

Delivery

FREE DELIVERY on orders over £90 ex vat-mainland UK only. Standard next day delivery charge £9.50 for all orders under £90 ex VAT.

Dispatch

Orders placed before 4pm for stock items will be dispatched same day. Timed and Saturday deliveries are available, our sales team will advise charges before order completion. **Exclusions apply.

Returns

Goods returned will be accepted entirely at G&G's discretion within 30 days of delivery to you provided that they are returned unused, in perfect condition and in their original packaging.

You must contact us for authorisation to return goods on our telephone number 0844 334 5232. Any goods returned to G&G without authorisation or which are not in the condition set out above will be rejected and returned to you at your cost.

Payment Options:

By Card - all major cards accepted

30 Day Credit Account:

Open a 30 day credit account - contact accounts@goodf.co.uk or call 0844 334 5232.

All applications are subject to status and credit clearance.

Cheques

Please make cheques payable to Goodfellow & Goodfellow, please provide guarantee number and address on the reverse of the cheque — please allow 5-7 working days for cheque to clear.

A comprehensive set of Terms & Conditions are available on our website. Please visit **<https://www.goodf.co.uk/terms-conditions-i7>**


GOODFELLOWS
LONDON

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