NARUMI

COLLECTION 2024/25





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 \square 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.



For full product selection please visit our website $\mathbf{www.goodf.co.uk}$ and register your details to see all prices



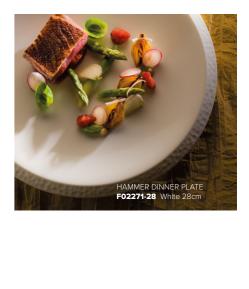
SUSTAINABILITY

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.

PREMIUM TABLEWARE BONE CHINA





For full product selection please visit our website www.goodf.co.uk [27] and register your details to see all prices







NARUMI

THE RANGES

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











AFTERNOON TEA

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







For full product selection please visit our website **www.goodf.co.uk** 🗗 and register your details to see all prices



Esprit 🗗

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

PLATES & BOWLS



 ESPRIT SERVICE PLATE F02205-30 Matt/Shiny 30cm - White



 ESPRIT ROUND PLATE F02201-30 Matt/Shiny 30cm - White



ESPRIT DINNER PLATE F02202-27 Matt/Shiny 27cm - White ESPRIT MEAT PLATE F02202-23



ESPRIT SERVICE PLATE H02205-30 Matt/Shiny 30cm - Black



ESPRIT DEEP PLATE H02208-23 Matt/Shiny 23cm - Black H02208-27

Matt/Shiny 27cm - Black



 ESPRIT CAKE PLATE F02202-18 Matt/Shiny 18cm - White

 ESPRIT SIDE PLATE F02202-16 Matt/Shiny 16cm - White



ESPRIT SOUP PLATE F02229 Matt/Shiny 23cm - White



Matt/Shiny 23cm - White

F02208-27 Matt/Shiny 27cm - White ● F02208-23 Matt/Shiny 23cm - White



 ESPRIT DEEP SHOW PLATE F02207-26 Matt/Shiny 26cm - White



ESPRIT SHINY COVER FOR F02207-26 F02206-C26



 ESPRIT OVAL TRAY F02210-23 Matt/Shiny 23cm - White



 ESPRIT CHAPPEI/FREE CUP F02209-9 Matt/Shiny 9cm - White



 ESPRIT BOWI F02204-10 Matt/Shiny 10cm - White



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



● F02203-13 Matt/Shiny 13cm - White

ESPRIT BOWL F02203-16 Matt/Shiny 16cm - White ● F02203-14 Matt/Shiny 14cm - White

PREMIUM TABLEWARE BONE CHINA





BEVERAGE SERVICE



ESPRIT TEA CUP F02217 Matt/Shiny ESPRIT LARGE SAUCER F02216 Matt/Shiny



ESPRIT COFFEE CUP F02215 Matt/Shiny ESPRIT LARGE SAUCER F02216 Matt/Shiny



 ESPRIT ESPRESSO CUP F02213 Matt/Shiny ESPRIT SMALL SAUCER F02214 Matt/Shiny



 ESPRIT CAPPUCCINO CUP F02226 350cc - Matt Shiny



ESPRIT MUG F02220 350cc - Matt Shiny



 ESPRIT SUGAR BOWL WITH COVER F02227 27cl - Matt/Shiny



 ESPRIT SUGAR BOWL WITH COVER F02218 34cl - Matt/Shiny



ESPRIT CREAMER F02224 22cl - Matt/Shiny ESPRIT CREAMER (M) F02605 16cl - Matt/Shiny



ESPRIT TEAPOT **F02073** 55cl - Shiny



 ESPRIT TEA/COFFEE POT F02230 53cl - Matt/Shiny



 ESPRIT TEA/COFFEE POT F02231 80cl - Matt/Shiny



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.









NARUMI

Chefs Plates

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



PLATES & BOWLS



SHOWER PLATE F02101 28cm - Matt/Shiny



FOREST PLATE F02102 28cm - Matt/Shiny





ROSE GOLD SWIRL H02250 28cm Black Matt/Shiny H02252 27cm Black Matt/Shiny



H02255 29cm Black Matt/Shiny H02253 25cm Black Matt/Shiny



 DEEP PLATE
 H02256 29cm - Matt/Shiny H02257 25cm - Matt/Shiny



RUSTIC DINNER PLATE
 H02258 28cm - Matt/Shiny



HAMMER DINNER PLATE • F02271-28 28cm - White HAMMER (OVER) SALAD PLATE
• F02272-21 21cm - White



 RYDGES PLATE F02821 27cm - White



 RYDGES DEEP PLATE
 F02822 27cm - White Matt/Shiny



KINTSUGI PLATE F02824 27cm - Pink Flower



KINTSUGI PLATE F02823 27cm - River



JAKUEN PLATE **H02102** 27cm



JAKUEN PLATE H02103 14cm



 JAKUEN DEEP BOWL H02104 24cm



 JAKUEN RUSTIC DISH **H02105** 21 x 17cm



 ASO ROCK PLATE **H02512** 10 x 10 x 4.3cm(h)



 ASO STAGE PLATE H02513 12 x 5cm(h) - Brown



• ENA ROCK PLATE **H02502** 10 x 10 x 4.3cm(h)



ENA STAGE PLATE • H02504 15 x 6cm(h) - White ENA STAGE PLATE H02503 12 x 5cm(h) - White



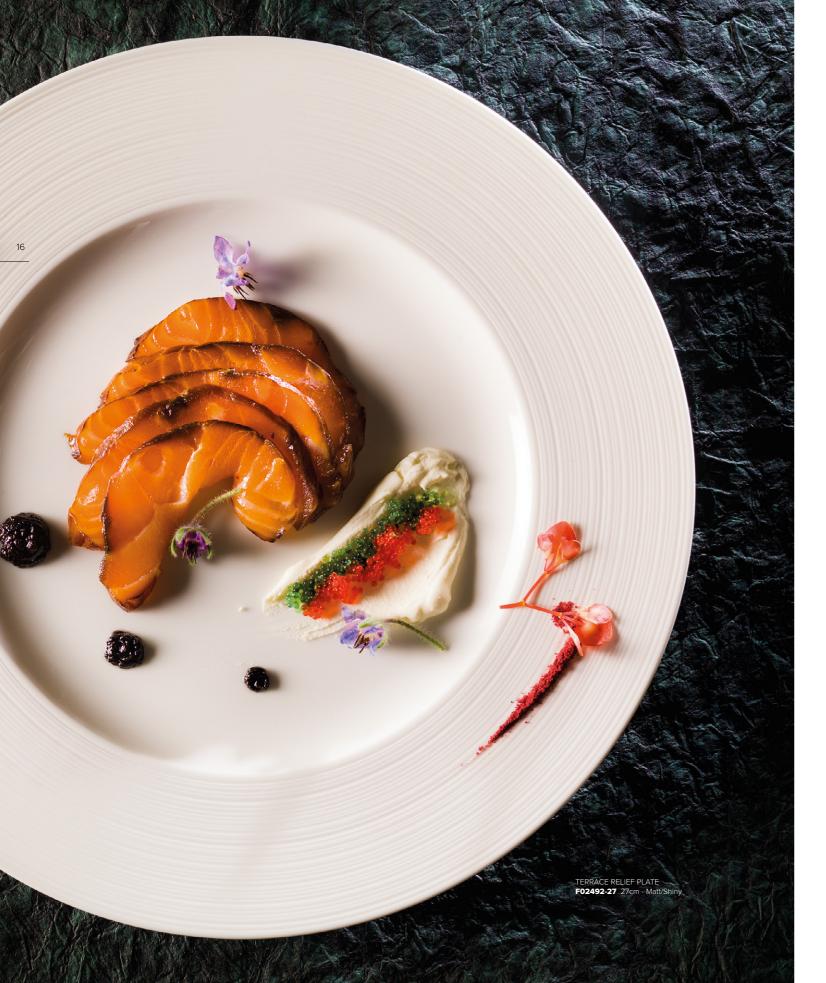
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Terrace ₫

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



PLATES & BOWLS







TERRACE RELIEF PLATE

F02492-30 30cm - Matt/Shiny

TERRACE RELIEF PLATE

F02492-32 32cm - Matt/Shiny • F02492-27 27cm - Matt/Shiny • F02492-21 21cm - Matt/Shiny • F02492-17 17cm - Matt/Shiny



 TERRACE RELIEF PASTA PLATE TERRACE RELIEF RIMMED F02491-29 29cm - Matt/Shiny



F02493 24cm - Matt/Shiny

BEVERAGE SERVICE



 TERRACE RELIEF TEA/COFFEE CUP
 F02498 28cl - Matt/Shiny TERRACE RELIEF
 COMMON SAUCER
 F02499 16cm - Matt/Shiny



 TERRACE RELIEF ESPRESSO CUP F02500 8cl - Matt/Shiny TERRACE RELIEF ESPRESSO SAUCER F02501 12cm - Matt/Shiny



 TERRACE RELIEF CREAMER F02497 31cl - Matt/Shiny



 TERRACE RELIEF CREAMER F02496 18cl - Matt/Shiny



 TERRACE RELIEF TEAPOT F02494 66cl - Matt/Shiny



 TERRACE RELIEF SUGAR F02495 Matt/Shiny

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.









- · Stylish and durable
- · Ideal volume range
- · Dishwasher, oven, freezer and microwave safe
- Fine stoneware



PLATES & BOWLS



COOL COUPE DEEP PLATE



 COOL COUPE DEEP PLATE F02355-23 23cm



F02330-14 14cm F02330-11 11cm

 CHINESE LINE COUPE BUTTER TRAY F02520 22cm



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
- F02392-16 16cm **F02392-14** 14cm **F02392-09** 9cm

CHINESE LINE ROUND COUPE PLATE



 CHINESE RICE BOWL F02511-10 10cm - White



CHINESE NOODLE BOWL F02396 12cm



CHINESE LINE OVAL COUPE PLATTER • F02390-30 30cm





• F02391-35 35cm F02391-30 30cm

BEVERAGE SERVICE



- COOL COUPE TEA/COFFEE CUP F02361 28cl COOL COUPE COMMON SALICER
- F02362 16cm



WITH COVER F02522 118cl



- F02363 8cl COOL COUPE ESPRESSO SAUCER
- F02364 12cm



 COOL COUPE TEA POT WITH COVER F02368 66cl







 COOL COUPE COFFEE POT F02374 57cl



F02369 46cl



 COOL COUPE CREAMER F02367 18cl



COOL COUPE SUGAR BOWL F02371 - Large • F02372 - Small

CORE STOCK ITEMS

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For full product selection please visit our website www.goodf.co.uk and register your details to see all prices.



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 PLATEF02450 29cm



WIDE RIM **F02431** 25cm

FLAT RIM SOUP PLATE



• 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 CREAMER **F02524** 17cl



• FLAT RIM ESPRESSO CUP F02516 13cl

• FLAT RIM ESPRESSO SAUCER F02517 11cm



FLAT RIM TEA POT F02518 71cl (1-2P)



 FLAT RIM COFFEE POT F02519 60cl (1-2P)



• FLAT RIM SUGAR BOWL WITH COVER F02523 10.8 x 8.3cm



INFLIGHT OBLONG TRAY



OVAL DISH **F02711** 17.8 x 9.5 x 3.6cm(h)

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.













Nomadd 🗗

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



PLATES & BOWLS



NOMADD PLATE F02831 12cm - White



NOMADD BOWL F02832 12cm - White



NOMADD PLATE F02835 18cm - White



F02836 18cm - White

NOMADD QUARTER BOWL F02833 11.3 x 8.2cm - White



NOMADD LEAF BOAT F02834 11.5 x 4.2cm - White



NOMADD PLATE F02841 12cm - Sky Blue



NOMADD BOWL F02842 12cm - Sky Blue



NOMADD PLATE F02843 18cm - Sky Blue



CORE STOCK ITEMS

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For full product selection please visit our website **www.goodf.co.uk** and register your details to see all prices.





NARUMI

AFTERNOON TEA

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







For full product selection please visit our website **www.goodf.co.uk** 🗗 and register your details to see all prices





Platinum Line

- The best form of understated elegance
- Dishwasher safe



PLATES & BOWLS



CHINESE FLAT PLATE WITH PLATINUM LINE
F02707-29 29cm
F02707-26 21cm



FLAT RIM PLATE WIT 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 F02811 6.8 x 3.3cm(h) LID FOR JAM POT/SMALL CUP WITH PLATINUM LINE F02812 6.8 x 3.3cm(h)

PREMIUM TABLEWARE BONE CHINA



ACCESSORIES



JAM POT/SMALL CUP **F02705** 6.8cm x 3.3cm(h) LID FOR JAM POT/SMALL CUP F02705 **F02706** 6.8cm x 3.3cm(h)



MARMALADE POT F02704 6 x 6.1cm(h)



CASTER TRAY F02526 25cm



SALT SHAKER **F02470** 5.4 x 8.5cm(h) PEPPER SHAKER **F02471** 5.4 x 8.5cm(h)



EGG CUP **F02467** 5.2 x 6cm(h)



DRESSING BOAT **F02468** 21 x 9.2cm(h) - 34cl



AMUSEMENT SPOON F02469 10.5cm



CREAMER JUG **F02712** 8.9 x 6.2 x 4.3cm(h) 170cc



CHINESE WHITE SPOON **F02466** 13cm



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.





Queens Garden 🗗



BEVERAGE SERVICE



QUEENS GARDEN PLATE F02865 19cm - Green



QUEENS GARDEN TEA/ COFFEE CUP F02860 270cc - Green QUEENS GARDEN SAUCER F02861 16cm - Green



QUEENS GARDEN SUGAR BOWL W/COVER F02863 16cm/250cc - Green



QUEENS GARDEN CREAMER F02864 170cc - Green



QUEENS GARDEN TEA POT W/COVER F02862 900cc - Green

CORE STOCK ITEMS

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NARUMI Bespoke Plate Design Proposal

GUIDELINE FOR MOQ & LEADTIME

	Category	Example	Design Volume	MC Initial	OQ Re-order	Step 1: Design Sketch Leadtime image	Step 2: Sticker Sample Leadtime image	Step 3: Fired Sample Leadtime image	Step 4: Mass Production Leadtime image
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	loopes/order	50pcs/order	>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	250pcs/item	_	1.5 > 2 weeks	2 weeks	4 > 5 weeks	6 > 8 weeks
3	Various items	Simple Design with a few colors	Middle	5,000pcs	-	1.5 > 2 weeks	3 weeks	4 > 5 weeks	8 > 10 weeks
		Complicated Design with many colors	Heavy	/10 items		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 *Depending on the stock availability in Japan.

*It would be depending on the design and number

*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

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

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 retainted by G&G, along with the Fired final sample.

Step 5: Mass Production

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

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

ONLY

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?)



Tel: 0844 334 5232 Email: sales@goodf.co.uk www.goodf.co.uk

DECORATION EXAMPLES

1. LOGO

One Point Logo



One Point Logo with Color Line

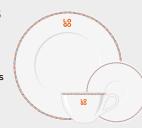


Complicated Design with many colors



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.



Mon - Fri 8.30am – 5.00pm (+44 (

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 ௴

Deliver

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 0844 334 5232.

All applications are subject to status and credit clearance.

Cheque

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

