



J & C Joel Limited

Specialist in Flame Retardant Fabrics. Manufacturer and Installer of all types of Theatrical Drapes and Stage Equipment

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J&C Joel celebrates two Firsts at PLASA

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Exhibiting at PLASA for the first time, J&C Joel made it a double first with the launch of its first ever product catalogue.



Well known worldwide for its range of over 150 different fabrics, the company also offers an extensive range of other products for the theatrical and event industry, from consumables such as serge tape and paint to the more serious stuff such as electric pilewind winches and orchestra lifts. Instead of the more traditional product shots, J&C Joel's new 72 page catalogue includes photographs of some of the many international projects the company has undertaken, plus illustrations of various designs of curtains used in theatres and other venues. As well as designing and making up curtains of all styles, J&C Joel's custom sewing department offers specialist skills such as appliqué and other techniques and the information here, together with details about different

styles of curtain headers and hems, makes the catalogue a useful and convenient resource.

J&C Joel also took the opportunity at PLASA to celebrate its 30th year in the entertainment industry. Sales Director James Wheelwright says: "We have in the past tended to hide our light under a bushel, but over the last 12 months we have made tremendous strides in marketing the business, with the launch of our fabric binder last year and now our brand new product catalogue. Taking a stand at PLASA underlines how serious we are – this is the industry's leading international exhibition and our presence this year sends a strong signal to both our customers and our competitors that we mean business."

Having recently extended their factory to 75,000 sq ft, J&C Joel boasts that most items are available from stock, and that they stock more items than shown in the catalogue. With an inventory that includes almost one million metres of fabric, plus products from companies such as Rosco, Triple E, Hall Stage and Maltbury, as well as their own, that's quite a statement!

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