

A detailed black and white photograph of a symmetrical, ornate wood carving, likely a door pull or decorative element, featuring two central oval medallions and intricate scrollwork.

Totally Unique
S
Totally You

Company Profile

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FLOURISH
DESIGN ELEMENTS

Provocative Emotional Artistic

Welcome home to a world of *refined elegance*



The most stylish and creative Canadian design/manufacturing company,
specializing in wood carvings for interior living space.

NEWEL POSTS



FIREPLACE SURROUNDS



CORBELS



APPLIQUES



History

FLOURISH DESIGN ELEMENTS

The Stairworks Ltd. was established by the Uhrig family in 1981. At the peak of their business Stairworks employed 30+ people servicing all of Southwestern Ontario.

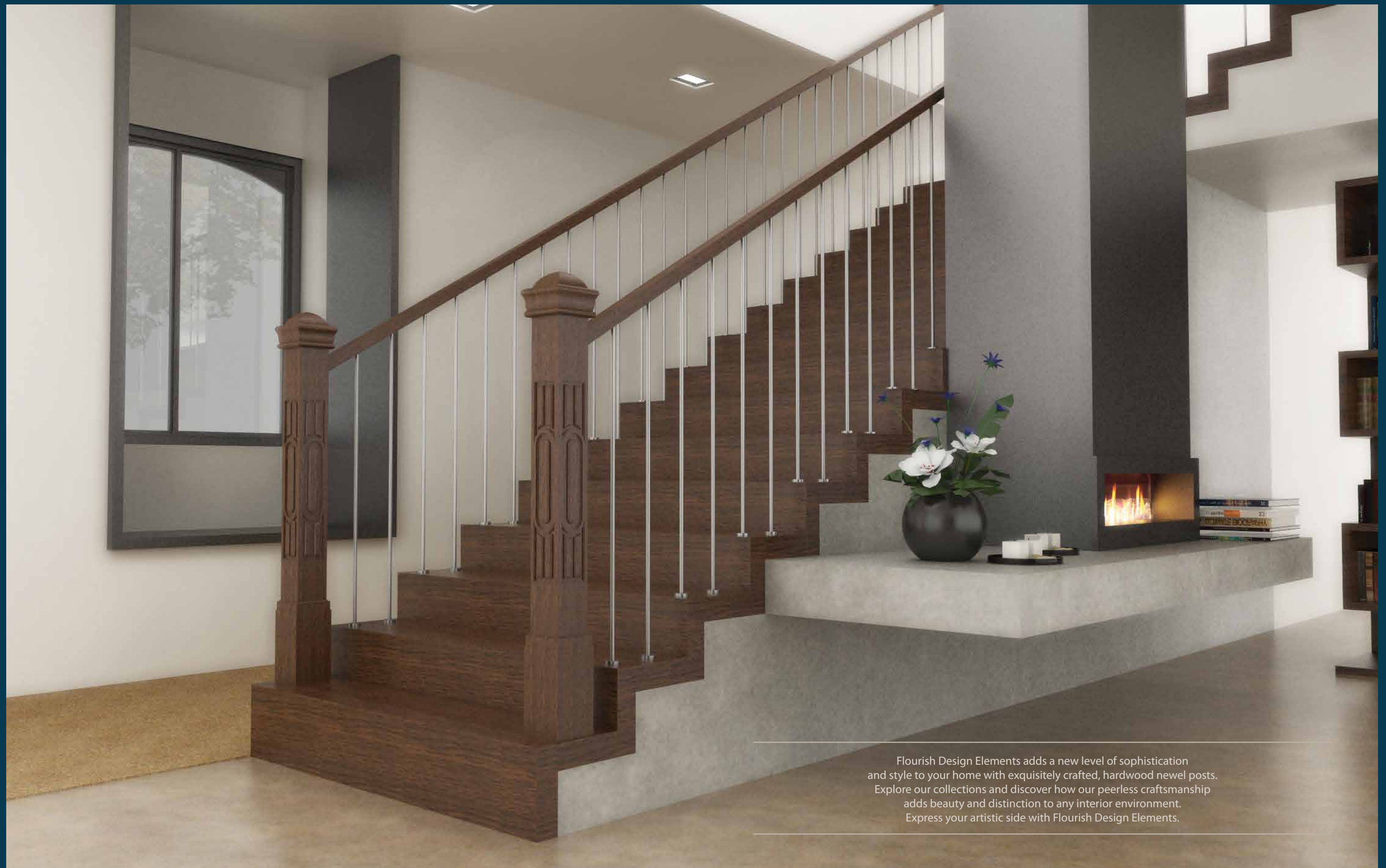
In 2007, a new company direction was introduced. By using new technologies and a passion for design, new unique and interesting products for stair, railing, kitchen, and other miscellaneous interior design components were developed. The market responded with great exuberance!

In 2009, a new division of Stairworks was launched: Flourish Design Elements (FDE), which allowed Stairworks to expand its reach world wide. As FDE continued to strive for the global market, they increased their client base from Southwestern Ontario to shipping all over North America. In only a few short years FDE reached subsequent substantial milestones, such as working with celebrity designer Lynda Revees, and her design team, on meaningful projects like The Princess Margaret Show Home.

With its focus on stair and railing components, FDE is viewed as an industry leader with creative vision. For an industry that was commonly viewed by designers, homebuilders, and homeowners, as simply utilitarian, FDE is leading the way by shinning the spotlight back where it belongs, on the focal point of a grand entrance: the staircase!



Established 1981



Flourish Design Elements adds a new level of sophistication and style to your home with exquisitely crafted, hardwood newel posts. Explore our collections and discover how our peerless craftsmanship adds beauty and distinction to any interior environment. Express your artistic side with Flourish Design Elements.

Signature

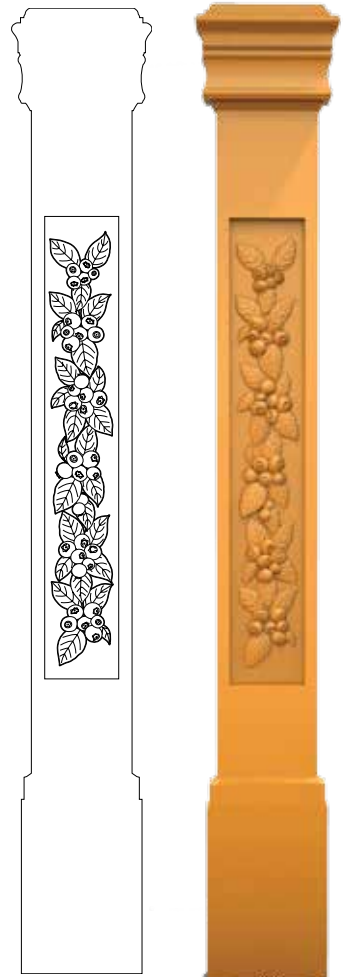
SERIES

WHY WE ARE “TOTALLY UNIQUE”

- Our designs are unique to our company and our distributor's - copyright protected by law.
- Our mission is to provide our clients with a unique experience in both service and design.
- Our goal is to deliver on our mission!

HOW IS IT ABOUT “TOTALLY YOU”

- Show off your creative side! Our Signature Series showcases designs created by clients like you with a flair for the extraordinary. You design it—we'll share it. As a form for client recognition to let the world know you've got the designer's touch, we will assign a name of your choice to the piece.
- Or, feeling creative but would prefer to keep your designs to yourself or your organization? Let us know and we'll help create a design tailored to your unique style that can be archived for privacy.
- We have over 1000 different images to choose from in our carving catalog!
 - Send us a scanned image
 - Send us a pencil sketch
 - Send us a photograph
 - Send us a link





ABOUT US

Q. What sizes are your posts available in?

A. Our stock newels are available in 3 ½", 4 ½", 5 ½", 6 ½" (with base).
Custom sizing upon request.

Q. Do you do custom work?

A. Yes, bring us your designs or concepts and we'll make them reality.

Q. Do you manufacture in exotic woods?

A. Yes, we manufacture in all types of woods, exotics included.

Q. Are your newels solid or box newels?

A. All our newels are solid wood construction, (not hollow box newels) using the highest grade lumber.

Q. Why is solid wood construction better than hollow box newel construction?

A. In our opinion it is a much more stable, long lasting product that will secure a railing system better. Overtime you won't see separation like you may with the 45's on a hollow box newel. The installation process is easier and far more stable by having more material to glue and screw to.

Q. Do I need to use the same newel style throughout my staircase?

A. Not necessarily, what some of our customers with smaller budgets are doing is using the more detailed newels as "Feature Posts" placing them in strategic places – like at the base of their stairs. Then for the remaining railing system they will use a more utilitarian less expensive newel, in areas where newels aren't prominently visible.

Q. Where are your parts manufactured?

A. We are proudly Canadian, all our products are manufactured right here at home – Guelph, Ontario!

Achievements

PROUD DONATORS TO



- 2012 Grand Prize show home at 220 Pinehearst Drive, Oakville, Ontario.
- In partnership with House & Home Media and Lynda Reeves Design Studio



Suzanne Dimma | Home & Home Magazine



Newel designed by: Maia Roffey
Lynda Reeves Design Studio



Celebrity Designer Lynda Reeves

Achievements



- 2013 Wins Award for “Best Stair Part”
- Presented by the Stairway Manufacturers’ Association at the 25th Anniversary Conference in New Orleans



Partner

with FLOURISH DESIGN ELEMENTS

- Partner pricing is available
- Showroom samples are available and are recommended
- Marketing materials (catalogue and product updates, brochures and regular promotional materials)
- You will be added to our corporate website as a partner
- An announcement of our partnership will be shown on all Flourish Design Elements social media pages
- We will “like” or join your social media pages to integrate your brand on multiple platforms
- Sales instruction
- Product assistance

Sign up today and make your company *totally unique*



Social MEDIA

FLOURISH DESIGN ELEMENTS are now on Houzz, Facebook, Pinterest and Twitter.

With a strong social media presence we can integrate your brand on multi-platforms.

Social media provides that instant connection.



www.houzz.com/pro/flourishde



www.facebook.com/FlourishDesignElements



[@flourishde](https://twitter.com/flourishde)



www.pinterest.com/flourishde/





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