

Everything for the home at **UREA**



Aaaah! Home in winter –doesn't it look cosy? Let's look inside to see how UREA can make it extra special for you!



More UREA homes bask in the summer sun. Visit UREA to make the most of indoor and outdoor living!

The UREA promise – “assembling our things is a piece of piss!”



Meet the managing director, **Ivan Mudak**. Ivan has a genuine hard work ethic and can always be found helping the UREA design team or lending a hand at the distribution centre in picturesque Chodurkakh.

“New things. Modern things. Cheap things.”

Self-Assembly & Co-ordination

At UREA we believe in making it simple for you to have a beautiful home! Not only that, we're sure the satisfaction of watching elegant, practical and up-to-date things come together through your own efforts enhances the whole experience! Our quality products are designed by experts to work together. For example, our elegant **BARSTED** bookcase co-ordinates perfectly with our space-age **DROSS** CD rack.

With UREA, you just cannot get it wrong!



Here's Olga and Pyotr enjoying their purchases.

Pyotr says " I can't wait to get this **BARSTED** bookcase put together."

Olga says "that screw has just gone through my left knee."

Famous Russian tennis star Irena Smorgasbordova puts the finishing touches to this useful and ergonomically designed **DRIBBLE** tennis bat storage unit.



The Snoff family from Murmansk have learning difficulties – but even these half-wits can put together a finest-quality **BOBBLE** sideboard with just a little help from the neighbours!



MULLET Bunk beds. Bodge and Nodge Swape (the Swape twins) from Omsk demonstrate how to assemble furniture with daft haircuts, cheesy grins and pencils surgically implanted behind their ears.



Assembling our things is so easy some people just do it in their sleep! Unfortunately Nurke is dreaming about severing her fingertips with a Stanley knife. Oh dear!



The quick-assembly **SCROFULA** office system requires only a screwdriver and a little strong adhesive to complete. Don't make the same mistake as poor Plorsch here who has glued his hands permanently to the underside of the desk and needs help.



🕒 Getting your knobs sorted out



How not to do it 🕒

“We get everything in flat packs somehow”

UREA Quality Fimshed Products

Of course you need to marvel at the quality of a fimshed UREA product! Feel like a real craftsman as you proudly display your work!

With a little gentle help from a screwdriver, allen key, hammer, chisel, mallet, horsp, dengel, pipe and chainsaw – you too can produce items like these.

Things for putting things in or on:-



HASDRUBAL Thing

Imagine this in your lounge! Smell the quality of the materials! You just can't wait to put things in and on your HASDRUBAL thing!



BARSTED Bookcase

Now you can see why people are smiling as they rush to assemble the BARSTED. Turn your home into a veritable library. Everyone wants to get their hands on the BARSTED.



SNUDGE Boot Rack

As used by the Red Army! Never trip over a misplaced pair of size 9 Chukka boots again!



DROSS CD Rack

Constructed from flexible but strong compressed tree products (from genuine recycled sources), this splendid CD rack blends seamlessly with the BARSTED for the ultimate storage solution.

Things for seating yourselves on:-



THE CHOD sofa

Made with real CHOD for the complete sensory experience.



CHOSSY chair

You know the dread you had when assembling other, non-UREA flat-pack furniture! The bits left over when you think the job is done!
Our CHOSSY chair simply binds together the surplus legs to produce this design classic!



The SHYTE range



The **ARUS** chair from the SHYTE range clenches buttocks together to hold you in firmly! Perfect in the house, on the front porch or, in the wintertime, on the piste!

Exclusive to UREA. This scintillating seating has been designed by none other than **Boris Petrovich Maiski!**



As Boris quite rightly says, “you can sit on chairs or you can sit on SHYTE – the choice is yours!”

UREA Outdoors

Bring your outdoor space into the house! UREA illustrates the concept of garden rooms or outdoor lounges – make the most of climate change!



Don't sit inside when the sun is shining. Our **LUNGE** four-seater comes with rear-mounted wood-burner. The all-season favourite.



Campers everywhere will be thrilled with this clever **PUS** outside mattress. After a good night's sleep under the stars, it neatly flips back against a convenient wall. Shown here with optional co-ordinates – the **SLOUGH** armchair and the **PANSY** pouffe.

UREA Innovation

It's not just modern, stylish, *de rigor mortis* furniture that is our business – we are at the forefront of design and innovation in all aspects of contemporary living. Witness these must-have items. Talk about Wow factor! These have the positive Wooz factor!

CHERNOBYL

The ultimate detritus vacuum. Sleek white hose and real particle board storage box. Watch this essential gadget collect huge mounds of dog-do – even well-flattened piles succumb to the immense power of this Russian miracle. No more mess from Яover, comrades!



SNOTTY

Tidy up your space with the handy SNOTTY all-purpose, wall-mounted thing for hanging things on.



GUM

Combination waste bin (with handle) and rocket launcher – install this in your dacha and keep a tidy kitchen while resolving those tiresome disputes with the neighbours.

VOSTOK

Handy naughty child storage with integral seat. Virtually soundproof, the VOSTOK ensures you get your peace and quiet!



SNAPPY

UREA pendant lighting will change the mood of your room.



SMOLENSK

Reversible dustpan with integral string coupling



STYECH POR

Shoe stretcher with handy overhead light

PAPPI

Pandrol Clip. Durable, dependable, dubbin

GUSH home enema kit



BILGE

More UREA co-ordinates! Add BILGE and SMEGMA to your GUSH and you have the materials for a perfect night in! Vouchers for priority treatment at Accident & Emergency also available!



SMEGMA



BOUTROS

The ultimate sit-on grass chopper for the sophisticated gardener

UREA Electronics & Communication



TRALLYEABUS modern digitable radio



The **MAUREEN** mobile telephone with pocket-sized external battery



The **JIMMY** genuine retro-styled information lavatory. Telephone, heavy-duty potty, handle and Spanish-style wiring all in one handy package.



The **VALYA** three-position switch. Connect to anything electrical. Perfectly safe.

UREA Room settings/Fimshed solutions

You've seen our products but you need some help from our specialist interior designers to create mood and atmosphere with you room settings.

“Get your home nice with our quality things”



☉ UREA Home Office solutions

At UREA we are firm believers in the high tech, paperless office. Make 'working from home' a real pleasure with UREA's unique **NEAT & TIDY** solution.

UREA 'Dacha' Rustic Kitchen nearing completion ☉

One for the ladies! Fancy yourself as a cordon bleu chef? Then set up a UREA special in your dacha. Pictured here is the **CORDON OLDHAM**.



☉ The fully-furnished room

Even a small room can be made to look stunning with careful interior design. Perfectly formulated by UREA experts!

The luxury suite ➡



👤Luxury interiors ➡



So tasteful!

UREA Stores

Get in your cars and get down to your local UREA* store! There's one near you right now! Hurrah!

The rush is on! ➡
These super-highways are already full of vehicles heading for UREA



See how people are flocking to UREA.
Don't miss out because of a shortage of wheels!

UREA Delivery van



*stores at Nately Scures, Mapledurwell, Kingston Bagpuize, Tedstone Wafre, Pig Street and, of course, West Teeth

УРЕА Rural deliveries ➡



Visit УРЕА at the Modern retail park



Ample parking facilities

УЯЕА FOOD

Visit our Restaurant



Mr Dead Vile sits enjoying at tasty snack whilst wearing a yellow shirt ☺



Dead Vile

“The complete Russian culinary experience awaits you” say our helpful staff members **Snk** and **Hoik Smyercum-Snahkum**. ☺

These wholesome specials are always available :-

Beetroot Swill
Bulotchki and potatoes
Tripe and Cabbage
Horrible Dumplings



Snk & Hoik

*“When you’ve bought your УЯЕА things,
come and eat УЯЕА food.
Mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm!”*, says
frequent visitor, Jim N. Holes.

