

Hospitality
Product Solutions



Exclusive Agent for UK and Ireland

Bespoke hotel room accessories

Brochure | [BTRAY.COM](https://www.btray.com)

Welcome

AND BE INSPIRED.

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A hand with dark nail polish is pointing at a color palette. The palette is a white card with two rows of color swatches. The top row has five swatches ranging from light beige to pale yellow. The bottom row has five swatches ranging from light beige to dark brown. The hand is wearing a light-colored, long-sleeved shirt. The background is dark and out of focus.

Customized

The B-TRAY logo is a stylized, white, circular emblem. It features a central 'B' and 'T' intertwined, with the word 'B-TRAY' written in a circular path around them. The logo is set against a dark background.

At B-TRAY, we believe that in-room accessories should do more than serve a function. They should reflect your brand identity, complement your interior concept, and elevate the guest experience. That's why we offer a wide range of bespoke in-room accessories, crafted to your exact specifications.

Whether you're designing a warm boutique suite or a sleek, modern hotel room, our customisation options give you full creative control. From colours and textures to shapes, finishes, and branding elements, we help you create accessories that feel truly tailor-made.

Most items are available in premium faux leather, but other materials and configurations are possible on request. Our team works closely with trusted manufacturers to ensure every detail aligns with your vision—resulting in products that are not only durable and practical, but also visually refined and unmistakably yours.

Explore our brochure or contact us to share your ideas!

FROM HOSPITALITY TRAYS TO MAGAZINE ORGANIZERS

What we customize

Hospitality Trays

Available in solid beech wood, beech veneer, or faux leather. Choose any colour, size, or shape to match your interior.



Luggage Racks

Premium luggage racks in various sizes, materials, and finishes—including gold, bronze, and copper—for a refined and durable touch.



Leatherette Accessories

Tissue boxes, waste bins, minibar trays, ice buckets, and even coffee machines wrapped in faux leather.



Branding Options

Add your logo, select custom stitching, or match your corporate colour palette.



Projects we are proud of:

Hospitality Trays • Condiment Boxes • Upholstered Coffee Machines •
Luggage Racks • Desk Accessories • Waste Bins • Tissue Boxes • Ice
Buckets • Magazine Holders • Shoe Return Boxes • Hair Dryer Boxes •
Bathroom Accessories

Create the perfect look

OUR CUSTOM PROCES

From Concept to Creation

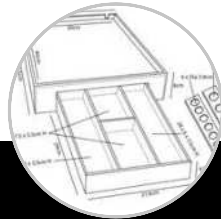
At B-TRAY, we guide you through every step of the customization journey—ensuring smooth communication, reliable timelines, and a result that perfectly matches your vision. Here is how it works:



Share your ideas and and specifications

Send us your ideas, preferred materials, dimensions, colours, and branding details. Whether you have a full concept or just a starting point, we're here to help shape it.

1



Receive a propal and visualization

Our team will create a proposal and (3D) visualization and/or drawing based on your input. You'll have the opportunity to review and approve every element before we move forward.

2



Product sample sent within 3 weeks

Once approved, we'll produce a physical sample and have it on your desk within approximately three weeks—so you can see and feel the quality before full production begins.

3



Production & delivery around 16 weeks

After sample approval, your custom items go into production. Including shipment, the total lead time is around 16 weeks, depending on the complexity and quantity.

4

FROM PRODUCTION TO DELIVERY

Crafted with care, delivered with precision

Bas Ronteltap, CEO B-TRAYding Nederland: “Once your design is approved, we follow a streamlined production and delivery process to ensure your bespoke items arrive on time and in perfect condition. Depending on the complexity and materials, the standard lead time is approximately 4 months from final confirmation to delivery. This ensures your custom hotel accessories meet the highest standards in both design and durability.

Working on a tight schedule? For urgent projects or specific deadlines, we're happy to explore tailored solutions to meet your timeline.”

Production
Planning

Manufacturing

Final
Inspection

Packaging

Shipping &
Logistics

Delivery in
4 months



DESIGNED TO IMPRESS

Premium materials and exceptional craftsmanship

At B-TRAY, quality isn't just a standard—it's our signature. Every product we create is the result of close collaboration with expert manufacturers who share our passion for precision and design. From the first sketch to the final stitch, we ensure that each item meets the highest standards of durability, functionality, and visual elegance.

We work exclusively with premium materials such as solid beech wood, high-quality metals, and high-grade faux leather in a wide range of textures and colours. These materials are selected not only for their aesthetic appeal, but also for their ability to withstand the demands of daily hotel use.



Our craftsmanship is evident in every detail. Flawless finishes that complement any interior style, tailored stitching and edging for a refined look, robust construction that ensures long-term performance and fire-retardant coatings for added safety.

Whether it's a custom hospitality tray, a leather-look tissue box, or a sleek metal luggage rack, each piece is designed to elevate the guest experience while reinforcing your brand's identity.

We offer a wide range of customization options—from wood stains and RAL colours to faux leather textures and powder-coated finishes in countless shades. Whatever your style or product requirements, we help you create a perfect match.





TAILORED VOLUMES FOR EFFICIENT PRODUCTION

Minimum order quantities



To ensure consistent quality and efficient production, we work with clear minimum order quantities tailored to each product type. This allows us to offer bespoke solutions while maintaining the craftsmanship and durability B-TRAY is known for.

Hospitality Trays

- MDF or solid wood: 200 units
- Faux leather: 200 units
- Beech veneer: 500 units

Luggage Racks

- Wood (beech, oak, RAL colour): 100 units
- Steel (stainless steel, RAL colour, metallic): 300 units
- Embroidered nylon straps: 100 sets

Other In-Room Accessories

For other custom in-room accessories such as waste bins, tissue boxes, ice buckets, and minibar trays, we're happy to discuss options and minimum quantities based on your specific needs.



Did you know?

Guests form an impression of a hotel room within the first 15 seconds—and it's often the accessories that make the difference. Custom-made details like leather trays, ice buckets, and magazine holders don't just organize the space—they elevate it.

FROM VISION TO REALITY

Made to match: Our portfolio

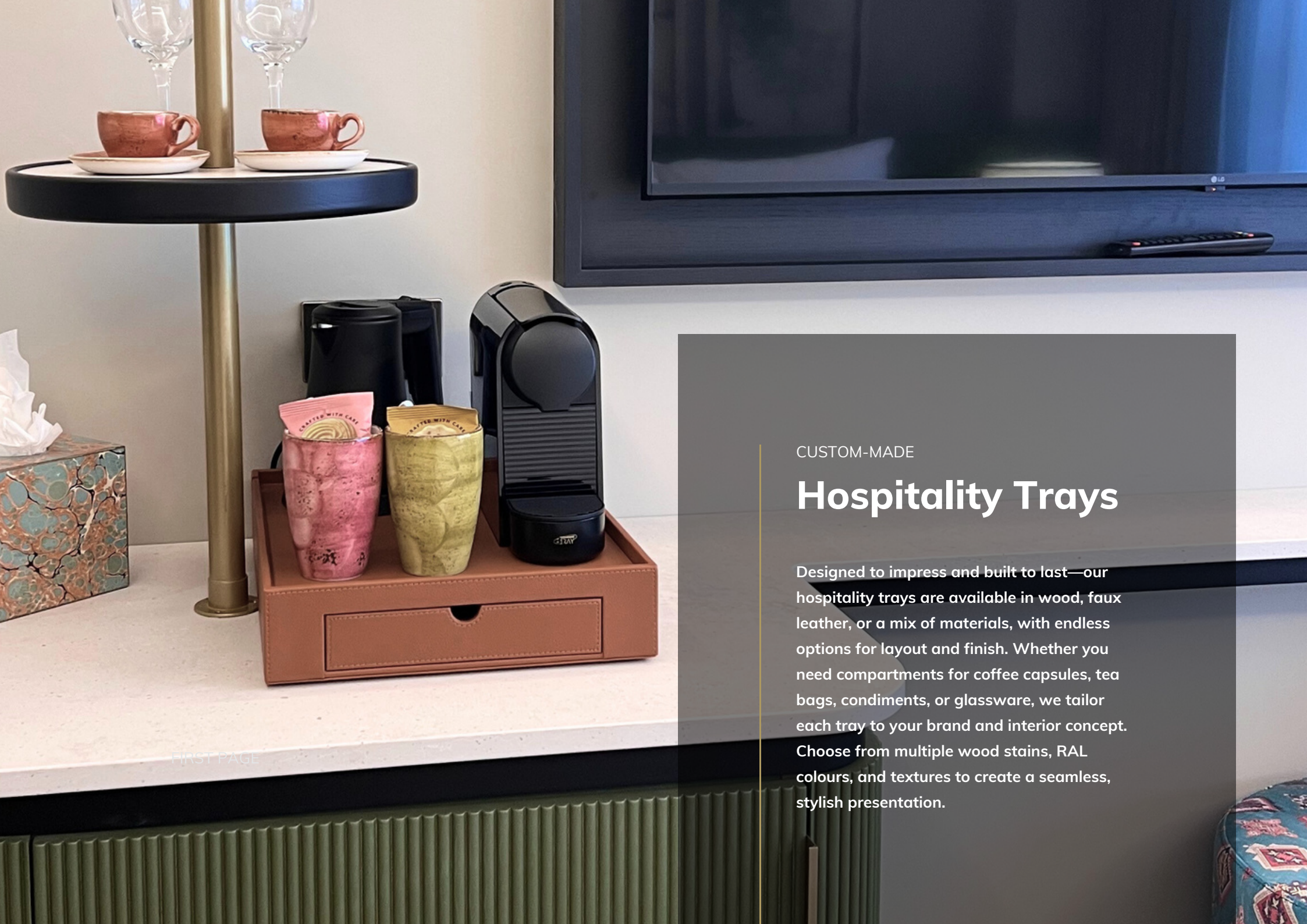
Over the past years, we've completed dozens of custom-made projects, gaining extensive experience in both design and production. From boutique hotels to luxury cruise ships, we've worked with a wide range of clients to create tailored in-room accessories that meet the highest standards of quality and style.

On the following pages, you'll find a selection of projects we've proudly developed—from hospitality trays and tissue boxes to luggage racks and more. At B-TRAY, no idea is too bold, and no detail too small.

Projects we are proud of:

- Hospitality Trays
- Condiment Boxes
- Upholstered Coffee Machines
- Luggage Racks
- Desk Accessories
- Waste Bins
- Tissue Boxes
- Ice Buckets
- Magazine Holders
- Shoe Return Boxes
- Hair Dryer Boxes
- Bathroom Accessories





FIRST PAGE

CUSTOM-MADE

Hospitality Trays

Designed to impress and built to last—our hospitality trays are available in wood, faux leather, or a mix of materials, with endless options for layout and finish. Whether you need compartments for coffee capsules, tea bags, condiments, or glassware, we tailor each tray to your brand and interior concept. Choose from multiple wood stains, RAL colours, and textures to create a seamless, stylish presentation.

























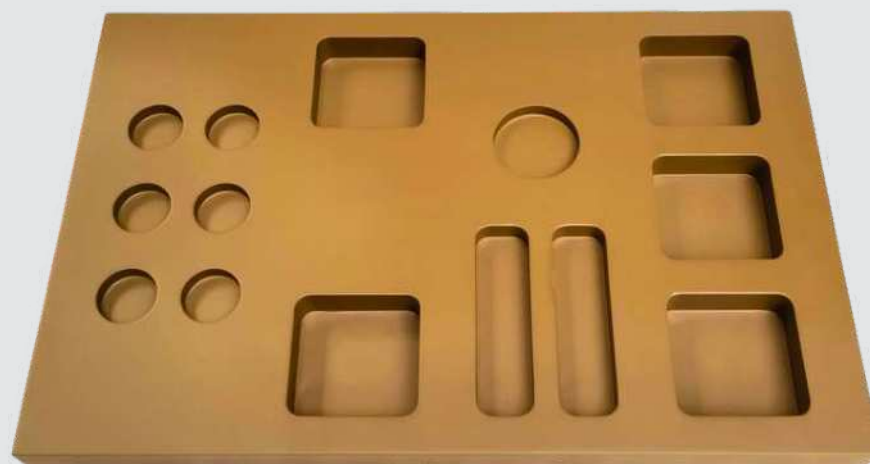




CUSTOM-MADE

In-Drawer Trays

At B-TRAY, we design and manufacture custom trays that fit seamlessly into drawers —ideal for cruise ships and compact hotel rooms. Each tray is tailored to the exact dimensions of the space, ensuring a clean, organized look without compromising on style or functionality. Whether it's for coffee capsules, glassware, or condiments, our drawer-fit trays combine smart design with premium materials.





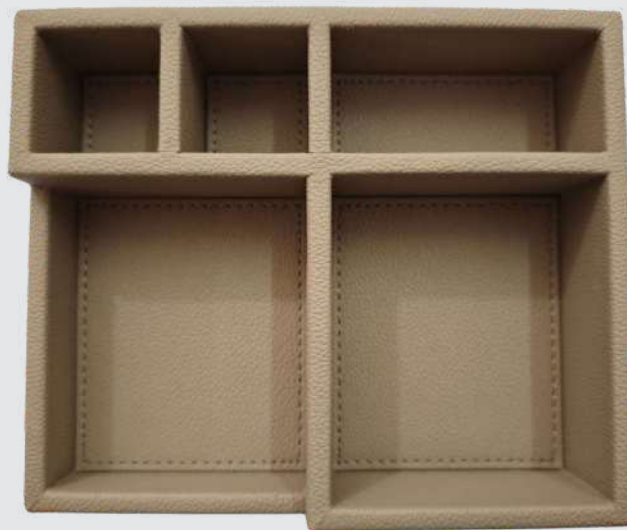
CUSTOM-MADE

Condiment Boxes

Our custom condiment boxes offer a stylish way to organize coffee and tea essentials—think capsules, tea bags, sugar sticks, stirrers, and more. Crafted from premium faux leather or wood, each box is tailored to match your interior and brand identity.









CUSTOM-MADE

Coffee Machines

Our leather-upholstered coffee machines redefine in-room elegance. Wrapped in premium materials and designed for seamless integration into luxury interiors, they offer guests a refined coffee experience with a sophisticated edge. Fully customizable and compatible with capsule systems, these machines combine high performance with timeless style.









CUSTOM-MADE

Luggage Racks

Designed for style and built to last—our luggage racks are available in wood, steel, or stainless steel, with finishes tailored to your interior. Choose from multiple wood stains, any RAL colour, or powder-coated metal in a wide range of shades. Whether classic, modern, or bold, we help you create the perfect match for every room.



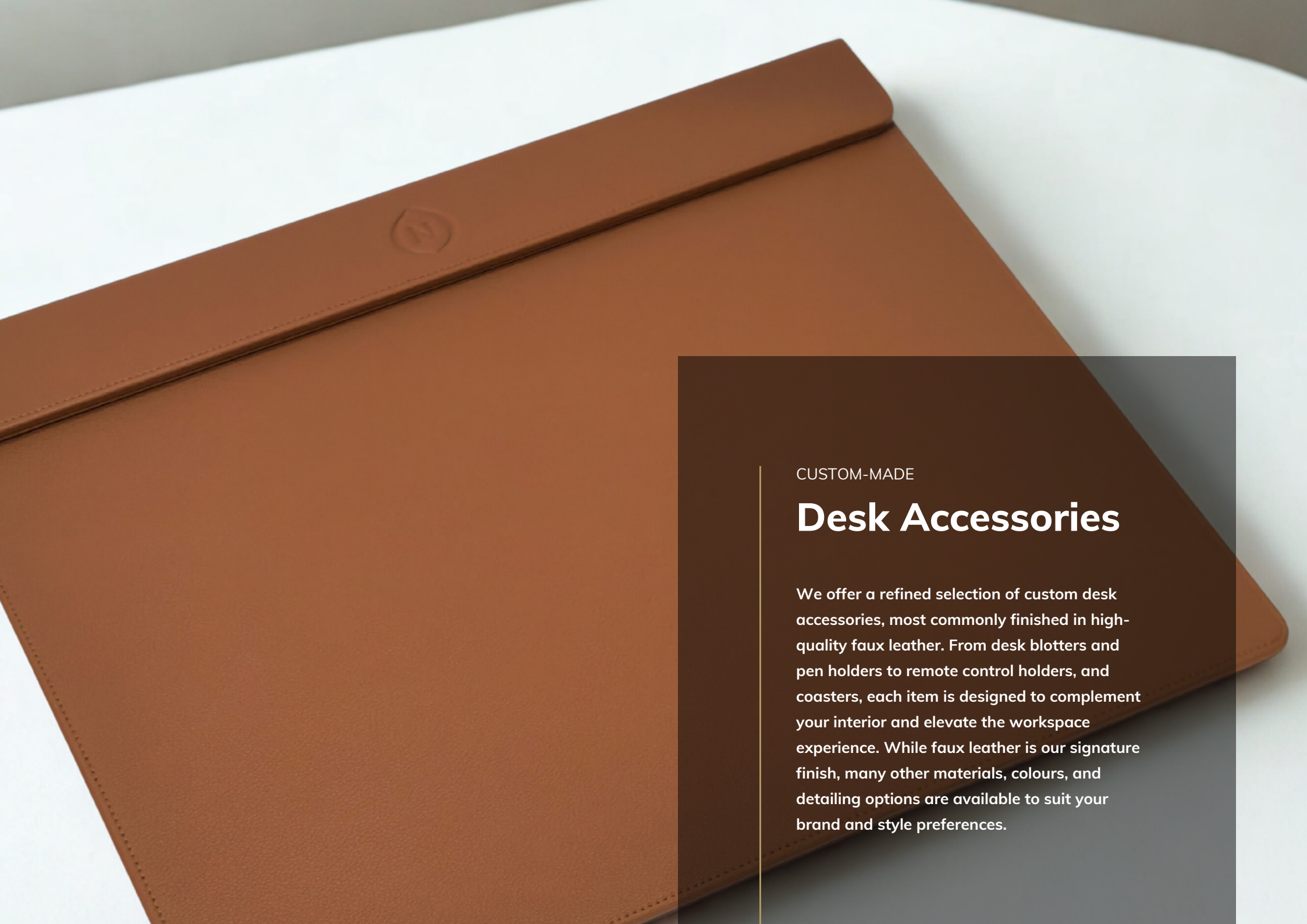


Special RAL colour



Logo embroidery





CUSTOM-MADE

Desk Accessories

We offer a refined selection of custom desk accessories, most commonly finished in high-quality faux leather. From desk blotters and pen holders to remote control holders, and coasters, each item is designed to complement your interior and elevate the workspace experience. While faux leather is our signature finish, many other materials, colours, and detailing options are available to suit your brand and style preferences.





CUSTOM-MADE

Waste Bins

Our custom-made bins combine style and practicality. While double-walled faux leather designs are a popular choice, we offer a range of other configurations to suit your needs. Single or double compartments, removable liners for waste separation, and countless options in size, colour, and detailing—each bin is crafted to complement your interior and support sustainable practices.





CUSTOM-MADE

Tissue Boxes

Stylish, durable, and designed to complement any interior—our custom tissue boxes are primarily finished in premium faux leather, with other materials available on request. Options like embossed logos, decorative stitching, and magnetic closures add a refined touch. Available in square or rectangular formats, and fully customizable in colour and texture to match your brand identity.









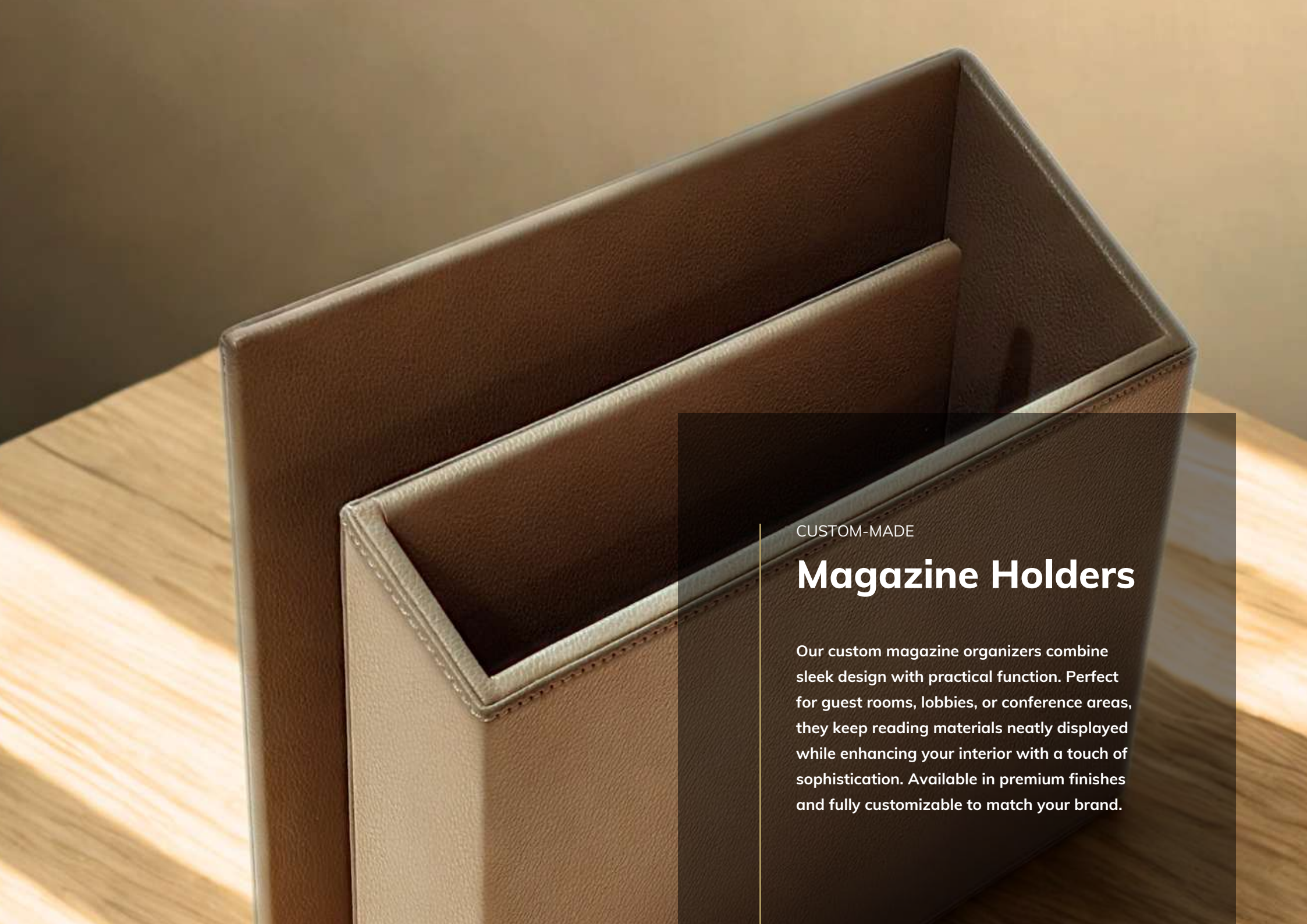
CUSTOM-MADE

Ice Buckets

Our custom ice buckets combine sleek design with practical insulation—perfect for guest rooms, suites, or VIP amenities. With premium finishes, durable materials, and full personalization options, they offer both elegance and functionality. A refined detail that enhances comfort while reflecting your brand's hospitality standards.







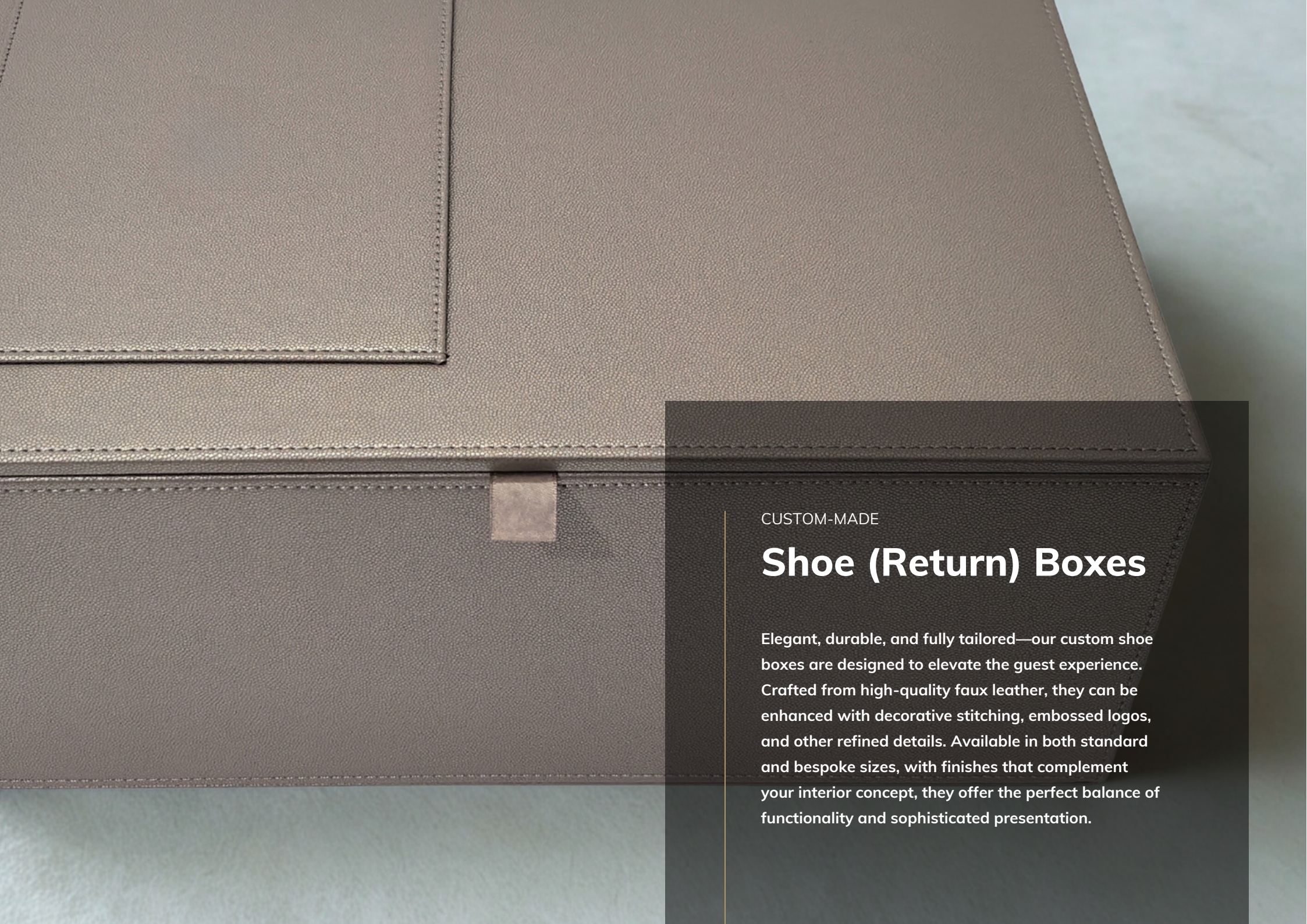
CUSTOM-MADE

Magazine Holders

Our custom magazine organizers combine sleek design with practical function. Perfect for guest rooms, lobbies, or conference areas, they keep reading materials neatly displayed while enhancing your interior with a touch of sophistication. Available in premium finishes and fully customizable to match your brand.







CUSTOM-MADE

Shoe (Return) Boxes

Elegant, durable, and fully tailored—our custom shoe boxes are designed to elevate the guest experience. Crafted from high-quality faux leather, they can be enhanced with decorative stitching, embossed logos, and other refined details. Available in both standard and bespoke sizes, with finishes that complement your interior concept, they offer the perfect balance of functionality and sophisticated presentation.





CUSTOM-MADE

Hair Dryer Boxes

Our custom hair dryer boxes offer a sleek and practical solution for hotel (bath) rooms. Designed to match your interior and protect your appliances, each box combines durability with refined aesthetics. Water-repellent, easy to clean, and fully customizable—they're the perfect finishing touch for a well-appointed guest experience.









CUSTOM-MADE

Bathroom Accessories

We design and produce bespoke bathroom accessories that combine elegance with everyday functionality. From soap dishes and toothbrush holders to toilet brush stands and jewellery trays—each item is tailored to match your interior concept. With premium faux leather finishes and endless options in colour, shape, and detailing, our accessories bring a refined, coordinated look to any bathroom space.





CUSTOM-MADE COLLECTIONS

Complete Custom Concepts

At B-TRAY, we don't just create individual accessories—we design complete collections. From tissue boxes and hospitality trays to luggage racks and condiment boxes, each item can be custom-made to match your interior concept. With coordinated materials, colours, and finishes, we help you achieve a seamless look that reflects your brand's identity down to the smallest detail.





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For a pleasant stay