

FERMOB MOVES INTO THE OFFICE

Fermob is set to make its debut appearance at Orgatec, the international trade show for office and “new visions of work”.

In recent years, Fermob has been fitting-out always outdoor office spaces – an area that is fast becoming a segment in its own right, alongside public spaces (parks, city-centres, hospitals and universities) and hospitality and catering.

The brand's decision to exhibit at Orgatec reflects a growing trend for turning outdoor spaces into fully fledged living spaces.

Fermob's offering for office spaces brings that all-important sociable feel that is vital to team unity, plus the brand's trademark joie de vivre for when employees are taking some down time. HR departments everywhere are keen to create an environment where employees can thrive and provide ever more welcoming living spaces in the workplace.

Aside from these values, Fermob is also tapping into its extensive know-how:

- Outdoor expertise and recognized professional quality
- Fermob's Special Contracts department, which can cater to made-to-measure specifications or devise a colour scheme that aligns with the organisation's branding

// TRADE SHOW EXCLUSIVE

Fermob is unveiling an exclusive adaptation of the Ultrasofa ottoman – a modular bench that will form part of a tailor-made project.

ULTRASOFA - Designed by Frédéric Sofia

Ultrasofa's extraordinary design and unrivalled comfort are the result of extensive R&D work. The 3-seater Ultrasofa is the masterpiece of a bold collection designed by Frédéric Sofia that also includes a 2-seater sofa, an armchair and an ottoman. It comprises a single-piece frame and seat and is notable for its extremely large size and outdoor fabric – a material that is soft to the touch and would not be out of place on an indoor sofa, but is designed for outdoor use.

// PRESENTATION

«ULTRA SOFA: FOR RECEPTION OR RELAXATION OUTDOOR AREAS: THE LOUNGE TREND COMES TO THE OFFICE.»

Ultrasofa, the first 100% outdoor sofa – a design which will inspire a generation of outdoor furniture and which shows significant technological progress – has been chosen in 2018 to become a modular sofa as part of a tailor-made project which you can see exclusively at Orgatec.

By Jean Louis Baudoin, Bespoke Projects Engineer
And Claire Tixier, Bespoke Projects Manager

Tuesday 23: 4 pm
Wednesday 24: 11 am and 2 pm



**SIEMENS - CAMPUS SUD
KARLSRUHE, GERMANY**

Sample office fit-out project

Siemens was looking for outdoor furniture for its canteen terrace area. Lorenz Richardt Architekten turned to Fermob to fit out the space to hold more than 200 people.

Fermob's Cactus and Rosemary colours were the ideal match and the Cassone GmbH supplied 26 tables and 52 benches from its Bellevie range in these two tones.

Although the tables can accommodate up to 8 people, an on-site survey found that, because the canteen trays were larger than average, only 6 people could actually sit at a table at a time. Fermob's Bespoke Projects department came up with a series of proposals, and Siemens ultimately opted for tables measuring 220 cm and benches (with and without backrests) measuring 185 cm.

ABOUT

FERMOB CONTRACT

Fermob, a leading brand on the public spaces, offices, hospitality and catering, has recorded 28 consecutive years of growth and, this year, has posted turnover of €70 million. It started with colourful metal furniture, and has grown to offer a comprehensive range of furnishings for outdoor spaces.

The French brand now offers a wide choice of furniture and interior design collections, as well as separators and lighting fixtures.

Fermob is always attentive to professionals, and each season offers new design solutions. From marking and developing special colours to tailor-made design,

the manufacturer's Bespoke projects department has been helping Fermob's professional customers from the very beginning.

In 2017, Fermob teamed up with Vlaemynck – a textile industrialist and expert in teak furniture – to form a brand-new Contract Unit as it sought to consolidate its expertise and reassert its ambitions.

The two leading French firms in the outdoor furniture segment, both with a proven track record in catering to specific requirements, have decided to join forces to bring a one-of-a-kind offering to the outdoor design market.





**OFFICES AND BRANDS
WHO HAVE CHOSEN FERMOB**

AIRBUS - NANTES
ARCHIEXPO - MARSEILLE
FIAT - FRANKFURT AM MAIN
HOFFMANN ROCHE IT ZENTRUM - KAISERAUGST
INTEL - SANTA CLARA
L'ORÉAL L - PARIS
LABORATOIRES ROCHE - SUZHOU
LEBONCOIN - PARIS
MÉDIAMÉTRIE - LEVALLOIS PERRET
NAVER - SEOUL
NESPRESSO SIÈGE SOCIAL - LAUSANNE
NIKE - SHANGHAI
NOVARTIS - BASEL
SEPHORA - PARIS
SFR - SAINT DENIS
TRIVAGO - DÜSSELDORF
VEUVE CLICQUOT - SYDNEY
ZALANDO - BERLIN

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