

PRESS RELEASE
FEBRUARY 2023

Nowy Styl & Kusch+Co will present their sustainable approach in products, services and brand mission

The complementary brands: Nowy Styl and & Kusch+Co will welcome the visitors at their common stand during the Stockholm Furniture Fair and present their products designed in harmony with natural environment.

In tune with nature – this thought guided the Nowy Styl and Kusch+Co brands not only during the process of designing their products, but also when creating the stand for this year's fair. The effect of these work will satisfy lovers of biophilic design and all those who live and create with care for the natural environment.

The arrangement of the stand uses natural materials and recycled textiles. In addition to simple, soothing nude shades, there will also be a colour accent in the form of elegant purple.

Watching the multimedia animations at the stand, you will have the opportunity to admire how nature has inspired designers when creating furniture. What's more, both the products and construction elements presented at the stand will be reused in the future. This is an idea implemented out of concern for the environment.

At the Nowy Styl and Kusch+Co stand you will find products such as:

WithME, Nowy Styl – a collaborative chair that reflects 100% of new work culture which promotes team working, mobility and readiness to switch between topics, people and places. The compact size and lightness are just another advantages that make this chair a perfect solution for home office as well.

Offa, Nowy Styl – is a set of smart, multifunctional, flexible and mobile pieces of furniture that meet the expectation of workspaces where agile style of working is functioning on daily basis. Line includes plenty of models to enable free arranging comfortable meeting and brainstorming areas.

Bjarg, Nowy Styl – minimalistic chair inspired by Scandinavian landscape. Perfectly profiled plywood and carefully selected foam in the chair's seat will ensure maximum comfort.

Embla, Kusch+Co – made of solid wood, Embla is bringing nature in. The chair balances contemporary presence and at the same time is rooted in the band's history and tradition. It underlines wood as the very foundation of Kusch+Co. The chair beautifully highlights the natural material and enhances user's well-being through the possibility of communing with nature.

The Creva Family, Kusch+Co – designed to offer excellent comfort and high quality over a long period of use – the estimated life cycle of Creva amounts to 12 years. Being aware of the importance of the circular material use, Kusch+Co pays the greatest attention to the waste management and aims to reuse what exists. Creva soft-seating is produced partly from recycled materials, and minimum of 90% of it is recyclable and can be reused.

In **Njord**, **Kusch+Co**, solid wooden parts meet the polyester felt – these two materials can be sorted and separated up to 90% to be later recycled and reused. The minimalist design of Njord reduces the materials usage, leading to the more environmentally sustainable resource management.

There you will also find other products of these brands including: **Viden** and **Vapaa** chairs, **Tilkka** armchair, **Sileo** panels (**Nowy Styl**) and **Genaya** modular soft seating (**Kusch+Co**).

Nowy Styl and Kusch+Co experts will be ready to welcome you during the Stockholm Furniture Fair at stand A10:20. Save the date and check the details: <https://nowystyl.com/en/stockholm-furniture-fair-2023/>

7-11 February 2023

Stockholm Furniture Fair

Stockholmsmässan,

Mässvägen 1, 12580 Stockholm, Stockholm, Sweden

Stand: A10:20

ABOUT NOWY STYL

Nowy Styl (www.nowystyl.com) is a European leader in comprehensive furniture solutions for offices and public spaces. It delivers a comprehensive interior arrangement service based on the analysis of specific needs: work organisation, desired effectiveness as well as ergonomic and acoustic aspects. It has offices in 12 countries across the Europe and Middle East. The brand presents its solutions and know-how related to office arrangement in the Office Inspiration Centre in Kraków as well as in 29 showrooms in locations such as London, Paris, Warsaw, Munich, Prague and Budapest.

ABOUT KUSCH+CO

Kusch+Co is (www.kusch.com) is a design-driven brand recognized around the world for its excellent quality, exceptional design of furniture and specialized solutions for healthcare facilities and passenger terminals. At Kusch+Co, quality has always been irreplaceable. This concept translates not only into the products, their design, materials and precision, but also into the general approach. As a man is in the centre of the brand's interest, Kusch+Co wants to give him the quality, that can truly support his dynamic work- and lifestyle, his everyday and the environment he lives in.

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PRESS RELEASE

Kusch+Co on Stockholm Furniture Fair 2023: High level of design and simplicity in the service of sustainability.

Kusch+Co January 2023

Stockholm Furniture Fair 2023 will take place on February 7-11, 2023. The Nude Edition, this year's fair concept, will focus on sustainability and simplicity coupled with a high level of design – the ideas, that are deeply rooted in Kusch+Co. Nowy Styl and Kusch+Co will appear on a common stand (A10:20., Hall A).

Founded in the rural area of Hallenberg, Kusch+Co has always been aware of how the connection with nature positively influences human well-being.

Since the foundation of Kusch+Co, the family and the company have always felt extremely responsible to this rural area, because of the location – says Ingo Bandurski, Kusch+Competence Senior Expert, who has been involved in sustainable development at the company for more than 20 years. – That resulted into being certified in accordance to PEFC. And nowadays we are dual certified in accordance to PEFC and FSC, which is really unique in the market.

Being rooted in nature from the very beginning of the company's existence, Kusch+Co feels obliged to take care of natural environment through sustainable development.

The designers, who work with Kusch+Co, strive to minimize the use of raw materials such as wood and to bring out its natural beauty. They always want to highlight its origin and uniqueness, which makes nature the second designer of wooden furniture.

At Stockholm Furniture Fair 2023 Kusch+Co will feature:

Creva

Creva soft seating was designed to offer excellent comfort and high quality over a long period of use – the estimated life cycle of Creva amounts to 12 years. Being aware of the importance of the circular material use, Kusch+Co pays the greatest attention to the waste management and aims to reuse what exists. Creva soft seating is produced partly from recycled materials, and minimum of 90% of it is recyclable and can be reused.

Embla

Made of solid wood, Embla is bringing nature in. The chair balances contemporary presence and at the same time is rooted in the band's history and tradition. It underlines wood as the very foundation of Kusch+Co. The chair beautifully highlights the natural material and enhances user's well-being through the possibility of communing with nature.

Genaya

As a design-wise product, Genaya is about creating infinitely versatile configurations. This modular soft seating was designed with focus on simplicity: it is reduced to the essentials in the number of parts and volume, it is also easy to combine, configure, disassemble, and return to the value chain in whole or in parts.

Njord

In Njord, solid wooden parts meet the polyester felt – these two materials can be sorted and separated up to 90% to be later recycled and reused. The minimalist design of Njord reduces the materials usage, leading to the more environmentally sustainable resource management.

V-Care

Created to foster user's comfort, the chair is an expression of Kusch+Co's effective resource management. V-Care boasts a long life cycle, helping to minimize the use of materials.

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At Kusch+Co, quality has always been irreplaceable. This concept translates not only into the products, their design, materials and precision, but also into the general approach.

As a man is in the centre of the brand's interest, Kusch+Co wants to give him the quality, that can truly support his dynamic work- and lifestyle, his everyday and the environment he lives in.

Since 2019, Kusch+Co is a part of Nowy Styl.

ABOUT NOWY STYL

Nowy Styl (www.nowystyl.com) is a European leader in comprehensive furniture solutions for offices and public spaces. It delivers a comprehensive interior arrangement service based on the analysis of specific needs: work organisation, desired effectiveness as well as ergonomic and acoustic aspects. It has branches in 18 countries. The brand presents its solutions and know-how related to office arrangement in the Office Inspiration Centre in Kraków as well as in 34 showrooms in locations such as London, Paris, Warsaw, Munich, Prague and Budapest.

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KUSCH+CO

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