

INNOVATION LIVING™

The Danish sofa bed specialist established in 1971

Briefing

Collection 2023 | 2024



Expand Your
Living Space
In Style



Introduction

Capturing and interpreting the current zeitgeist has, as always, formed the basis of our new collection.

To reflect this year's theme, "A Splash of Color in a Grey World," we have created an extensive range of content. This content includes new images, videos, texts, and product data that will allow for a complete website upgrade. It is essential to ensuring a uniform communication of the new profile that frames the 2023-24 Collection.

In order to align your marketing efforts with our brand and demonstrate our shared commitment to high-quality content, we encourage you to replace any previous content in your marketing material with our new material. This includes existing designs that have been updated to align with the new profile.

We look forward to presenting our new collection and look forward to a successful collaboration in 2023 | 2024

Best regards

Morten Lind & Per Weiss

Primary zeitgeist challenges

Innovation Living response

Primary market challenge:

Navigating the challenges of an unpredictable world



Innovation Living response:

Stay Positive

“When the winds of change blow, some people build walls and others build windmills”

We invest in research and development to stay ahead of the curve in an unpredictable world.

Primary market challenge:

Reduced Demand



Innovation Living Response:

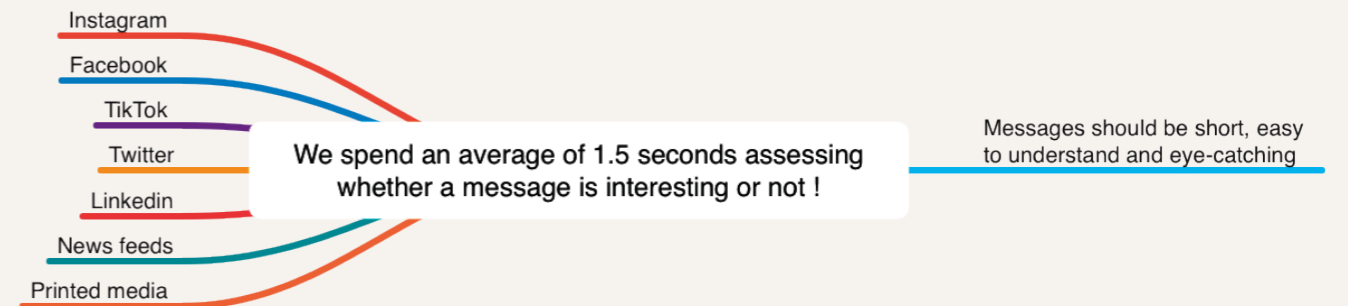
Be Relevant

Our collection is built on the foundation of design, comfort, and quality, with a keen eye towards sustainability.

We are confident that this approach will not only make a positive difference, but also be a successful and commercially viable one.

Primary market challenge:

Information Overload



Innovation Living Response:

Be Visible & Explicit

In today's fast-paced and digital world, clear and impactful communication is key. It must be attention-grabbing and simple, seamlessly cutting across different platforms.

The Toolbox

Index

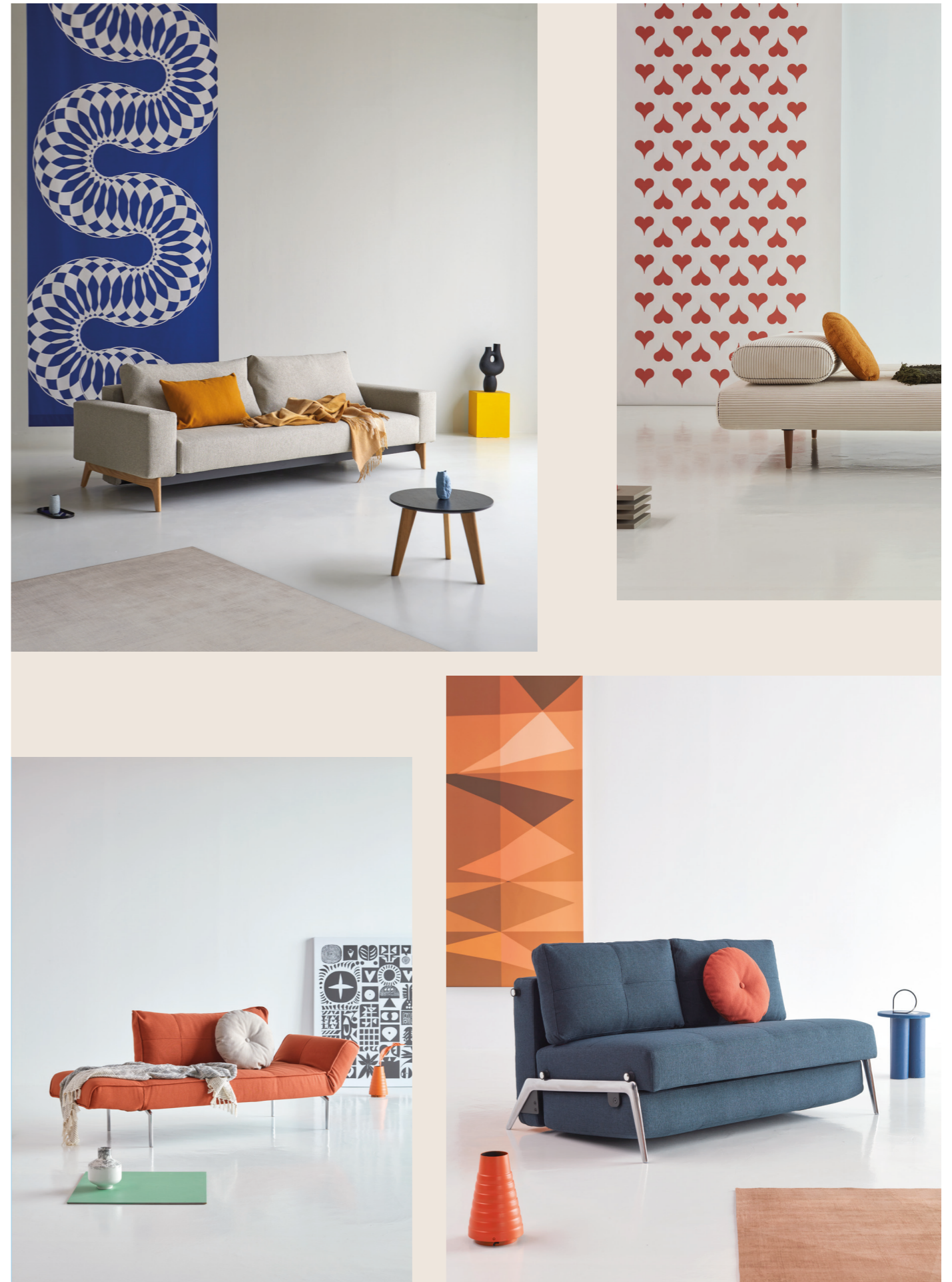
A splash of color in a grey world	10
New products	14
New fabrics	18
New textiles on existing assortment	20
Environmental Considerations	22
Point of sale materials	24
The catalogue	26
Offline Recommendations	28
Online toolbox	30
Webshop B2B & B2B2C	31



A splash of color in a grey world

CARPE DIEM - Seize the day. Let's celebrate life with encouraging colors and patterns.

This collection is intended as inspiration, as an invitation to remember the playfulness and the cheerful, joie de vivre expression in our physical surroundings. It could be a piece of furniture with a colorful textile, or simply be colorful accents in the surroundings that set a different setting for a piece of grey furniture.



New products

Revitalizing excess fabrics

The Patchwork Project is a collection of limited edition striped patchwork covers made from excess fabrics.

Each textile combination has a limited number of covers based on remaining stock of textile. Please visit our website to see the available covers.

The covers are detachable, washable, and interchangeable with any standard cover for Conlix or any Multifunctionals when worn, or if times call for a more understated cover.

Argument:

Sustainability, Color Splash and Carpe Diem - hand in hand



Sigga X

We have previously worked with decorative stitches and were inspired to resume this theme when we saw "Everyday life", a collaboration between Paul Smith and De Padova that expertly utilizes decorative stitches. Sigga X converts into a 190x137cm bed and will be our most affordable member of the Slyder family.



Argument:

A sophisticated detail that makes a difference

Nolis

A Scandinavian daybed designed by Oliver and Lukas WeissKrogh as a natural follow up on Frej, Eik, Cubed Wood & Balder. This elegant daybed features a strong profile defined by the interaction between carefully crafted wood parts, characterful upholstery, and unique functionality.



Argument:

The Scandinavian Daybed

Luoma

Introducing Luoma, our introductory level sofa in the compact category. Luoma is an attractive contemporary design based on the same functional principle and comfort composition as the Cubed family. Luoma features narrow arm rests and black signature piping.



Argument:

Compact contemporary elegance with an attitude

Cosial 180 x 195 cm

Our range now includes a sofa bed with a spacious 180 x 195 cm bed dimension



Argument:

Elegant sofa, large "family lounge" and 180 x 195 cm bed.
Comfortable and easy to operate.

Newilla & Newilla With Lounger

Introducing Newilla, our most comfortable sofa and bed to date in a voluminous and trendy design. This versatile piece can be used in both living rooms and secondary rooms, with an effortlessly lifted-out seat that converts the sofa into a bed. It also features a large, neat storage magazine and detachable, washable covers.

The modular lounger is a perfect addition to the sofa and can be placed on either the left or right side. Newilla with lounger is specifically designed for the living room, providing a comfortable and trendy sofa that can also accommodate overnight guests.



Argument:

A trendy design that will expand your living room in style.
Highly comfortable, easy to operate, a large storage box, and detachable, washable covers.

New recycled Bouclé

We believe that Bouclé will become an important textile due to its friendly, furry, and soft texture, as well as its ability to carry colors with style, making it suitable for most designs.

Our new composition is made from 50% recycled fibers and is available in eight different colors.



529
Bouclé, Charcoal



530
Bouclé, Taupe



531
Bouclé, Off White



533
Bouclé, Ash Grey



535
Bouclé, Forest Green



536
Bouclé, Ochre



537
Bouclé, Blue



539
Bouclé, Beige

Weda

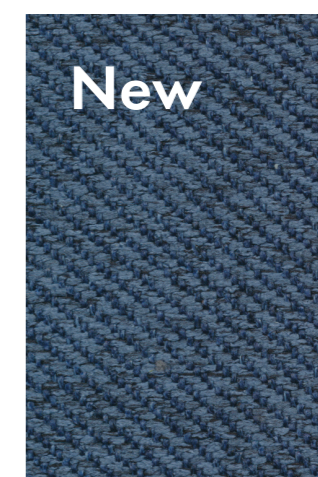
Weda combines the nice classic character of a twill weave with a soft and welcoming brushed surface.



300
Weda, Sand



301
Weda, Rust



302
Weda, Blue

Corduroy, Ivory

The combination of texture and color gives this fabric a trendy look.



594
Corduroy, Ivory



Frode & Frode with arms | 531 Bouclé, Off White



Vogan | 539 Bouclé, Beige



Eivor & Killian | 539 Bouclé, Beige



Osvold, Tripi & Cornila | 535 Bouclé, Forest Green



Unfurl Lounger | 594 Corduroy, Ivory



Sigmund | 537 Bouclé, Blue



Narvi, Idun & Trym | 539 Bouclé, Beige



Zeal | 539 Bouclé, Beige



Unfurl | 536 Bouclé, Ochre



Recast | 536 Bouclé, Ochre



Merga | 536 Bouclé, Ochre



Puri | 536 Bouclé, Ochre

Environmental Considerations

Give back to nature

To contribute to the balance of the global ecosystem, Innovation Living plants more than 10.000 new trees every year to compensate for our consumption of wood.

Detachable covers

As it offer obvious benefits, a growing part of our collection comes with detachable and washable covers. The sofa is easy to maintain as covers can be machine washed at 30 degrees Celsius. Upholstery can be replaced if it is worn out, or if you want to freshen up your sofa. Instead of replacing the entire sofa, this will create a significantly smaller impact on the environment.

Products available with detachable covers:

Aslak, Balder, Colpus, Conlix, Conlix Patchwork, Fraction, Idun, Junus, Merga, Mimer, Minimum, Multifunctionals Patchwork, Narvi, Newilla, Newilla with lounge, Pascala, Pauke, Puri, Rollo, Soft Peak, Triangular, Trym and Yonata.

Look for this icon:



Fabrics

As not all designs are suitable for removable covers, the durability of the fabric and ease of cleaning become crucial for the longevity of each design. All fabrics are highly durable and upgraded by adding backsides to strengthen them even further. All fabrics can withstand washing at 30 degrees Celsius, which means that products can withstand wet cleaning. Finally, most of our fabrics are OEKO-TEX® Standard 100 certified, signifying that they are free of harmful substances.

Recycled fabrics

The supply of fabrics made from recycled fibers is fortunately constantly increasing. More than 1/3 of our quality fabrics are made from recycled polyester which can for instance be recycled plastic bottles. Please look for Bouclé, Vivus and Argus fabrics - see page 163.



Lower CO₂ footprint

Since 1989, all our products have been designed for flat packing, which minimizes CO₂ emissions during transportation and storage. We continuously work to reduce the environmental impact of our activities, and you can read more about our specific initiatives on our website. Although we are not CO₂ neutral, we are committed to minimizing our CO₂ footprint.

Maintain and refresh

Designing for flat packing means creating a set of parts that easily combine into a full product. The complexity and number of parts vary from product to product, but the design strategy allows for easy replacement of components to prolong a product's life cycle - whether it is to replace a worn-out part or refresh product's appearance.

Disassembly and recycling

In our design process, we focus on the ability to disassemble our products and materials after their life cycle ends. We carefully consider which materials to use, how to combine them, and how to separate them into individual parts for recycling. Each design presents a unique challenge, and some are more suitable for disassembly than others, but the ECO-dimension is always an integral part of our design philosophy.

Durability | 5 years warranty

Quality and durability are at the centre of our design and production process. We offer a 5 year warranty on all designs and a lifetime warranty on slats and gears for all sofa beds in our Multifunctionals category. For further information about our warranty, please visit our website.

Certified production facilities

We engage in the development of local communities to contribute to a better tomorrow in the areas we operate in. To ensure ongoing improvement, our production facilities undergo continuous audits to confirm that our group values and working conditions are upheld, as outlined by third-party standards such as the amfori BSCI Code of Conduct. In addition, our production units are also FSC®-certified.

For more information about our standards and principles, please visit our website.



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Trade with purpose



The mark of responsible forestry
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Point of Sale Materials

We believe that our point of sale materials can increase the value of our products and make a bigger impact in the market.

Our approach to omnichannel marketing is central to our strategy, as we know that consistent brand appearance and interconnected touchpoints build trust and increase commercial impact.

By maximizing brand exposure, we can enhance the perceived value of our products and achieve greater success together.

Online



Offline

The Catalogue

Expand Your Living Space In Style

Our collection is designed and grouped into distinct styles groups, offering customers a variety of styles to choose from that fit their unique self-expression and taste.

The Soft Touch

A selection of minimalist designs with a soft and voluminous character.

The Scandinavian Touch

A range characterized by carefully crafted signature wood details designed with reference to the internationally acclaimed Scandinavian interpretation of early European modernism.

European Modernism

A selection of designs inspired by the revolutionary Bauhaus school's thoughts on how to create modern, functional quality furniture optimized for industrial production. The modernist furniture movement was largely driven by the enthusiasm for industrial processing of metal, and our range pays homage to this with signature metal legs.

Mid-Century Modern

A selection of designs with reference to international Mid-Century Modern. The archetypal stiletto leg has become the signature element of the assortment.

Double Index

To ensure that it is still easy and simple to find a specific product, we have created two tables of contents.

- 01 Based on the catalogue disposition
- 02 Product search by name

On our website, it will still be possible to search the products by their well-known ranges such as Compact and Slyders.



Offline Recommendations

General recommendation:

01

Ensure to display the most commercially successful products at all times. Our team will always be able to inform about the current and upcoming bestsellers.

02

Ensure that you have a representative selection of the collection on display, showcasing the range in its entirety. This includes:

- Different style groups
- Different product functions
 - Different comforts
 - Different price levels
- Different use scenarios

03

Utilize our point of sale materials to showcase the unique value of our brand and products.

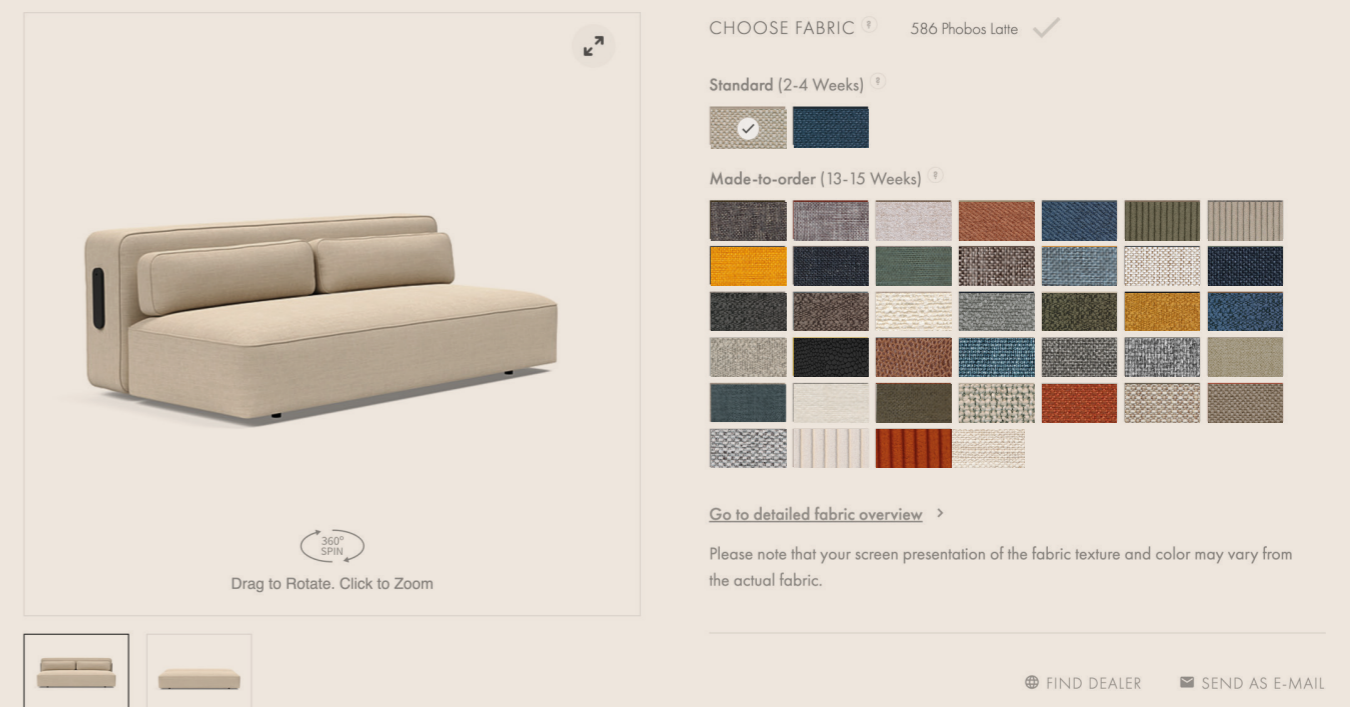
- In store banners, back drops, and cube to establish living room settings
- Tablet to connect offline and online to utilize our visualizer and B2B2C webshop
 - Catalogues, fabrics and mattress samples

Please do not hesitate to reach out to your Innovation Living sales contact for a thorough introduction to our Point of Sale concept.

Much more information about each design online

Scan the QR code at the bottom of each page in the catalogue to access our visualizer and view the full product presentation.

- Find detailed information about each product
- Evaluate the product from all angles in the visualizer
- View a video demonstration of the functionality of the product
 - View the product in your favorite fabric



The Online Toolbox

The Download Manager serves as a one stop shop for all marketing assets



- High quality pack shots
 - Life style images
- How to operate videos
- Social media and online ad specific content
 - Measurement icons
 - Assembly instructions
- All related product data
- FAQ and customer service
 - Care guides
 - Warranty guide
- Unique Perceived Benefits

Webshop – B2B(2C)

Last year, we successfully launched our B2B webshop. If you haven't already requested access, please reach out to your Innovation Living sales contact.

The webshop will allow you to:

- Place orders
 - See order status and invoices
 - View latest debtor statement
- See current stock status of all products
- View prices (both your buying prices and retail prices)
- Access pdf documents like point-of-sales manual, pricelist, catalogue etc.
 - Change to "Retail Mode" to use the service directly in dialogue with customers in your store
 - Make service requests and claims
- Offer your staff different user rights in order to allow as many as possible to benefit from this service.

The Terms & Conditions for this service can be found by clicking on this [LINK](#)

For further information, please contact your local sales representative or our Customer Service.

Expand Your Living Space In Style

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