

PRESS RELEASE

SWISS PLUS AT THE INTERNATIONAL INTERIORS SHOW
 IMM COLOGNE 2016 Cologne
 Hall 11.1 / Stand D 53
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Cologne 13.01.2016

Design, functionality and a new show stand in the colours of Le Corbusier are the focus for Swiss Plus this year. The successful bed-sofa line BED for LIVING forms the core of the exhibition. The brand new "DAYBED", a filigree couch with a bed function will be presented publicly for the first time. The two prizewinning double bed-sofas, the compact "CENTO-60" and the classic "DOPPIO" will also be there. The exhibition is completed by the large double bed-sofa "DIVAN" and the "HOCKER", which can also be transformed into a single bed.

"BED for LIVING DAYBED" is the new development of the year 2016 by Swiss Plus. The focus while planning was on a stable construction with a clear design vocabulary and filigree details. The result is an elegant and multifaceted day couch for the office or home. "DAYBED" can be used spontaneously for a quick nap or, by turning the mattress, as a full-sized, hygienic bed.

"New inox frame legs" for BED for LIVING "DOPPIO" and "HOCKER". To allow our customers even more room for manoeuvre, we have expanded our range of sofa legs with an additional alternative. As well as the conventional sofa legs and skid feet, we also offer customers an elegant frame leg made from inox.

The **"BED for LIVING DOPPIO"** is the flagship of the "BED for LIVING" range. It meets the requirements of a full-sized double bed and elegant sofa like no other sofa on the market. Successful in the market for more than 10 years, it is always in great demand thanks to constant further development and a timeless design. The **"BED for LIVING HOCKER"** is also available in the design of "SINGOLO" and "DOPPIO". As a compact armchair, it can be transformed where required into a comfortable single bed. As with all "BED for LIVING" products, back sections and cushions can be put together and positioned individually. There is a choice of different cushion sizes.

"BED for LIVING CENTO-60" is the intelligent solution for small spaces. After a development phase of almost three years, it was presented in 2014 and immediately received the label "Interior Innovation Award – Selection 2014". During development, the conceptual requirements were similar to those of the other models in the successful "BED for LIVING" product range. However, implementing the design and functionality was more complex due to the space-saving size, and demanded a completely newly conceived functionality. With a pull-out mechanism designed especially for the "CENTO-60", a 162 cm wide and 83 cm deep designer sofa can be transformed into a comfortable double bed (150 x 219 cm) in just a few simple steps. As with all "BED for LIVING" products, design and sleeping quality are also to the fore with the "CENTO-60".

With "**DIVAN**", Swiss Plus AG provides another alternative with a double-bed function. "DIVAN" is a generously-sized designer sofa with timeless lines. The conception of this double bed-sofa is based on a study developed by Swiss Plus, which was presented for the first time in Cologne in 2011. By now, "DIVAN" has established itself on the market as an interesting alternative for prestigious and generous room solutions.

"**Bico Inside**" ensures a relaxing sleep in all "BED FOR LIVING" products. In cooperation with "BICO AG" – Swiss market leader for healthy sleep – a unique sleep system was developed. This means that when you sleep on a Swiss Plus product, it is not merely a pulled-out sofa-bed, but rather a proper, wonderfully comfortable and cosy bed.

With all of the bed-sofa systems by Swiss Plus it is the case that one does not sleep on the seating surface. Instead, by simply turning the mattress, a hygienic bed system is created, which is fitted with high-quality mattresses and slatted frames made from beech wood.

Test them yourself with a good lie-down! Our products speak for themselves and will persuade you. We look forward to your visit to Hall 11.1, Stand D 053. We are happy to provide further information under +41 43 243 89 10 or by e-mail to medien@swissplus.net.

Product pictures in print resolution are available at www.swissplus.net/download. The documents are also stored on the USB stick.

Yours sincerely
SWISS PLUS AG

Swiss Plus AG

Zurich 13.1.2016

NEWS

In Switzerland, 2015 was dominated by the strength of the Swiss Franc. Export-oriented manufacturers with production in Switzerland had to adapt to the new and challenging framework conditions of the market and in some cases suffered great losses. Swiss Plus AG managed to prevail successfully in this difficult market environment and can thus once again present a good company result in 2015. Constant investments in brand-building and cooperative partnerships with dealers are the key strategies for this success. This led once again to a healthy economic result in 2015.

ABOUT US

Swiss Plus AG is a Swiss designer furniture company based in Zurich. In developing its own collections, Swiss Plus concentrates primarily on designer bed-sofas. Design and function are always coordinated and developed from the very outset. The renowned designer bed-sofa range "BED for LIVING" resulted from this specialisation in the niche market, and the products are now available from upmarket retailers in Switzerland, Germany, France and elsewhere.

The guiding principle: Design and function in harmony. Focus, innovation and quality are the main pillars of the corporate strategy.

Main product group: the designer bed-sofa range "BED for LIVING" persuades with its unmatched sleeping comfort, thanks to the cooperation with BICO AG – the Swiss mattress manufacturer of the highest quality. Further characteristics include filigree design, outstanding functions and high-quality materials. The "BED for LIVING DOPPIO" was nominated for the "interior innovation award 2007". Another prize winner is the "BED for LIVING CENTO-60" – presented in 2014 and nominated for the "interior innovation award 2014". For all Swiss Plus products there is a wide variety of materials and leather on offer. This allows limitless individuality and a unique product for each customer!

All Swiss Plus products are made in Switzerland. The products are distributed via the specialist retail trade in Switzerland and Europe.

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