

PRESS RELEASE

SWISS PLUS AG at the public fair WOHNEN & INTERIEUR in Vienna
From 5th to 13th March 2016
Hall B / Stand B0329

Vienna 05.03.2016

Swiss Plus AG introduces itself the first time at the public fair in Vienna. Swiss Plus is more than 15 years successful in Switzerland and some other European countries. The participation of this public fair in Vienna is likewise the beginning of a more intensive cooperation with the upmarket Austrian speciality retailers of furniture.

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 qualitative and aesthetical harmony.

Focus, innovation and Swiss quality are the main pillars of the corporate strategy.

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

Main product group: the designer bed-sofa range "BED for LIVING" persuades with its unmatched sleeping comfort and 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".

Swiss Plus AG

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For all Swiss Plus products there is a wide variety of materials and leather on offer. 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. This allows limitless individuality and a unique product for each customer!

Our products:

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.

The compact "**BED for LIVING HOCKER**" can be transformed where required into a comfortable single bed.

"**BED for LIVING CENTO-60**" is the intelligent solution for small spaces. 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.

"**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.

"**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!

We look forward to your visit to Hall B, Stand B0329.

Media contact: medien@swissplus.net / Download images: www.swissplus.net/download

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