

PRESS RELEASE

SWISS PLUS AT THE INTERNATIONAL FURNISHING SHOW
IMM COLOGNE 2014
Hall 11.1 / Stand D 53
13 – 19 January 2014

Cologne, 13.01.2014

DESIGN AND FUNCTIONALITY are the keynotes for Swiss Plus again this year. This year, there is a new addition to the successful BED for LIVING line of sofa-beds from Swiss Plus: the brand-new BED for LIVING CENTO-60 model. This designer sofa-bed, with a width of 160 cm, was honoured with the Interior Innovation Award – Selection 2014 by the international jury of the German Design Council in advance of the IMM COLOGNE 2014.

Further highlights at the IMM COLOGNE 2014 include the launch of our new fabric collections and the unveiling of Swiss Plus AG's new catalogue.

The new **BED for LIVING CENTO-60** is to be premiered in Cologne. The concept for this designer sofa-bed (width: 160 cm) was announced in two different stages of development. After a development phase lasting almost three years, the CENTO-60 will now be presented for the very first time and launched on the market. In advance of the IMM COLOGNE 2014, the BED for LIVING CENTO-60 (ID 3310) was honoured with the **Interior Innovation Award – Selection 2014** label by the international jury of the German Design Council, so it will feature in the **International Design Yearbook**.

The conceptual requirements for the development of the new CENTO-60 were similar to those specified for the other models in our successful BED for LIVING product line. However, much care and effort was devoted to implementing the design and functionality of the new model, and the way the product functions had to be completely rethought. Thanks to the pull-out mechanism that was developed specifically for the CENTO-60, a designer sofa measuring 160 cm wide and 80 cm deep is transformed in a trice into a comfortable double bed (150 x 200 cm). As with all BED for LIVING products, CENTO-60 focuses on design and quality of sleep. As in the past, sleeping comfort for this new product was developed in collaboration with BICO AG, the Swiss market leader. **Bico Inside** guarantees that BED FOR LIVING CENTO-60 will deliver relaxed, recuperative sleep. The back sections and pillows can be assembled and positioned individually. A range of different pillow sizes is available.

The CENTO-60 is available in all Swiss Plus fabrics and in leather. Customers' own fabrics cannot be used for the bed base.

The **SALONE** designer sofa-bed will also be showcased at this year's IMM Cologne. SALONE has been developed for discriminating lounge sofa enthusiasts: it can be used as a comfortable designer sofa as well as a healthy bed system. During the development work, sitting depth and comfort were significantly upgraded as compared to the predecessor model, so sitting is more pleasant and the posture is more upright. SALONE is the lounge sofa from Swiss Plus that can be converted into a comfortable double bed (160 x 200 cm) in next to no time.



In addition, we are presenting the **DIVAN** model: this is an elegant designer sofa with timeless, classical lines. The concept for the DIVAN is based on the study developed by Swiss Plus which was on show at Cologne in 2011. As with all sofa-bed sleeping systems from Swiss Plus, the sitting surface of the DIVAN is not used for sleeping: instead, the mattress is simply turned over to create a hygienic bed system equipped with two high-quality mattresses and slatted beechwood frames.

DIVAN and SALONE: the Swiss Plus AG product range now includes two new designer sofas specifically intended for living areas, with integrated bed functions and high-quality bedding. These models are sure to take pride of place in every **living room or guest room**.

Of course, we shall also be presenting our **BED for LIVING DOPPIO**, **HOCKER** and **FUNCTION** models with the new fabrics from the Swiss Plus Collection.

Swiss Plus AG is premiering its **entirely new fabric and leather collection**. New features include a choice of seven fabrics and a leather version in countless colours. All Swiss Plus fabrics are woven near Como, Italy, by Mario SIRTORI, the renowned fabric producer. We source the high-grade leather from DANI Srl, a family-owned Italian tannery firm based in Verona which is also the appointed supplier to Ferrari and Maserati.

You will be amazed by our product innovations and our **new catalogue**. We look forward to welcoming you on stand D 053 in hall 11.1.

Please feel free to request further information by calling +41 43 243 89 10 or sending an email to medien@swissplus.net.

Product images with suitable resolution for printing are available for download at www.swissplus.net/download. Documents are also stored on the USB stick.

Yours sincerely,
SWISS PLUS AG



Swiss Plus AG

Zurich 13.1.2014

Swiss Plus AG is a Swiss company specialising in designer furniture, headquartered in Zurich. Swiss Plus develops its own collections with the main focus on designer sofa-beds. Design and function are always intercoordinated, and our products are developed from scratch. Another result of our specialisation in this niche market is the renowned BED for LIVING sofa-bed line, now available through high-end specialist trade outlets in Switzerland, Germany, France and other countries.

Our watchword: harmony of design and function. Focus, innovation and quality are the cornerstones of our corporate strategy.

By following this strategy, Swiss Plus AG was able maintain the trend of preceding years by posting very encouraging growth again at the end of 2013.

Main product group: Our BED for LIVING line of designer sofa-beds ensures comfortable sleep because BICO AG, the Swiss mattress manufacturer and market leader, has collaborated on the development of the mattress content; moreover, the design and functions of these products are equally impressive. The BED for LIVING DOPPIO was nominated for the "Interior Innovation Award 2007". The range includes a varied selection of fabrics and leather, so individual preferences can easily be met!

This year will see the official launch of our "BED FOR LIVING Cento-60" at the 2014 IMM COLOGNE. Once again, this product was selected by the international German Design Council for the Interior Innovation Award - Selection 2014, so it will feature in the 2014 Design Yearbook.

All Swiss Plus products are manufactured in Switzerland. Distribution of our products is handled through the specialist trade in Switzerland and Europe.

Contact data:

Swiss Plus AG
Werdstrasse 2
8004 Zurich
Head Office:
Tel: +41 43 243 89 10
Fax: +41 43 243 89 12
WEB: www.swissplus.net / www.bettsofa.ch / www.bettsofas.ch
Email: auftrag@swissplus.net

Download images: www.swissplus.net/download

Media contact: medien@swissplus.net

Swiss Plus AG

Showroom: Werdstrasse 2 · CH-8004 Zürich · Tel +41 43 243 89 10 · auftrag@swissplus.net · www.swissplus.net · www.bettsofa.ch
Head Office: Fridlimattstrasse 4 · CH-8122 Binz/ Maur · Mehrwertsteuer: CH Nr. 541 635 · Mehrwertsteuer: EU Nr. DE 231 453 619