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For immediate distribution

## JORI: A NAME IN THE FURNITURE SECTOR

JORI began in 1968 and in the meantime has earned an international reputation as a designer and manufacturer of contemporary seating furniture, offering a perfect combination of exclusive design, optimal seating comfort and top quality. While JORI earlier positioned itself exclusively as a manufacturer of leather seating furniture, it has recently begun offering several very exclusive fabric upholsteries in its collection.

### NEW MODELS 2012-2013

#### ARMCHAIR ASCOT JR-9380 (design: Jean-Pierre Audebert)

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With the introduction of the Ascot and the Epsom (see below), JORI henceforth also includes saddle leather in its leather collection. This quality has a thickness of 3.0 to 3.5 mm, is available in black and cognac and receives the name Vegetalia.

The Ascot is built up from a self-supporting structure in curved wood which on both sides is completely covered saddle leather and finished with seam stitching on the edges. Within this structure is positioned a hanging seat in saddle leather having a perforated back, which gives the seating unit a characteristic personality of its own. The use of saddle leather and the perforation technique on the back part of the Ascot is enabling JORI to expand even further its know-how in high-quality leather finishing.

The Ascot obviously becomes an eye-catcher in every interior: all eyes will be immediately drawn to this occasional armchair. While the Ascot stands as an eye-catcher - according to some, even an artwork - in the interior, as soon as visitors arrive, it can be placed next to the sofa corner to create an extra seat. The Ascot stands on a round foot in brushed stainless steel and can rotate 360° around its axis for even greater user-friendliness. Simultaneously practical and stylish.

#### CHAIR EPSOM JR-5705 (design: Jean-Pierre Audebert)

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The latest scion in JORI's chair collection is called Epsom. It is from the hand of the same designer who created the Ascot (see above) and clearly shares a number of family traits with the latter. For example, the seat and back parts are completely upholstered with saddle leather, a new leather quality that was recently added to the JORI collection.

The leather upholstery of the back is perforated in a characteristic manner, giving the chair a certain lightness. The metal frame on which the saddle leather is fastened is available in two versions: black lacquered or chromed. Thanks to the seat and back in saddle leather and the slightly springy frame, the Epsom sits very comfortably and guarantees hours of uninterrupted seating comfort.

The Epsom is an eye-catcher at every dining room table or in any meeting room: no one will enter the room without noticing the chair.

**ARMCHAIR FARFALLA LIMITED EDITION JR-7390** (design: Verhaert New Products & Services)

In 2012 it will be forty years since JORI introduced its very first relax chair, and in so doing created a totally new seating furniture concept. In the meantime the relax chair has developed into a perennial favourite in countless interiors.

In order to celebrate this anniversary, and to even further strengthen its know-how concerning high-quality leather finishing, JORI is putting onto the market a limited edition relax chair: the Farfalla.

The Farfalla is based on the renowned reclining mechanism that JORI introduced forty years ago and which it has continued to perfect ever since. For its upholstery a very special finishing technique was used that once again illustrates JORI's know-how concerning high-quality leather finishing. The undulating movement in the upholstery gives the Farfalla a modern and very opulent look. As befits a limited edition, this model will only be available for a brief period.

The name Farfalla - "butterfly" in Italian - was chosen because this relax chair is so light that even otherwise delicate individuals can very easily put it into the lying position and thereafter bring it back into the sitting position. Such an ideal equilibrium is a fundamental requirement for a good relax chair.

This limited edition is temporarily being offered as desired with either a free integrated headrest or a free separate anniversary cushion - a customer advantage of € 369.

**SOFA & ARMCHAIR PONTO JR-3790 AND JR-3795** (design: Christophe Giraud)

Simplicity and taut lines are the fundamental principles of the Ponto sofa (JR-3790) and armchair (JR-3795), and certainly when it adorns the living space with its low back. But with a simple push on the top of the back, an invisible hydraulic system makes the back slide upwards by 7 cm, thus turning it into a backrest with headrest. Sitting comfort is guaranteed in both cases by the loose lumbar cushion.

The front of the seat cushion of the Ponto sofa and armchair is available in two different versions:

- front in a single piece for a taut line
- front in two parts for a lighter look

The consumer can decide which of the two versions he prefers.

The Ponto programme is completed with the matching footstool.

**SOFA & CORNER TIGRA JR-2200** (design: Verhaert New Products & Services)

The new Tigra allows you to furnish your designer living room entirely according to your own taste. Always striving for optimal seating comfort, JORI has designed the Tigra in such a way that it offers perfect support in both the sitting and the lying position. It is a model with separate comfort cushions that is available as a sofa, chaise longue or corner sofa, in each case in combination with adapted footstool.

The Tigra is available with different foot types and if desired can be equipped with a fixed or mobile armrest. Whoever opts for the mobile version can adjust it steplessly, so that the armrest offers support alternatively to the arm while sitting or to the head while in a lying position. And when the armrest is fully lowered, an extra seat is created. Another innovation with regard to finishing is the possibility to compose the Tigra in two different leather qualities and colours, or in a combination of leather with fabric.

The high-quality finishing and the restrained design, together with the many available dimensions and finishing possibilities, ensure that the Tigra can be adapted to every interior style. Also in smaller combinations this model looks especially beautiful, thus perfectly fitting the trend towards smaller living rooms.

## JORI PRESENTS CLASSY, CUSTOMISED SEATING COMFORT

In every sector, consumers are increasingly demanding greater personalisation: this is true from the online configuration of cars according to personal preference to the made-to-measure creation of clothing.

Demands for customisation are growing steadily louder with regard to seating comfort as well, and JORI is responding to the call by presenting classy, customised seating comfort at IMM 2012. For over forty years now, JORI has been renowned for its stylishly-designed seating furniture offering unequalled seating comfort. All JORI models receive first-class finishing down to the smallest details with high-quality leather or wear-resistant fabric upholstery of the finest quality.

But, in addition to this, JORI is increasingly emphasising made-to-measure seating comfort. Central to each design are the proportions of the human body, as a result of which every model can be perfectly customised. Through adaptations to the seating height, back height or seating depth, or via built-in functions, virtually every model can be further adapted to specific needs concerning seating comfort. A few examples will illustrate this:

- **Variable seating height**

Many JORI sofa or armchair models are available with different seating heights: standard, + 1.5 cm and + 3 cm. The seating height is only set at the time of purchase (Shiva, JR-3960).

- **Variable back height**

For certain models the user decides at the time of purchase whether he prefers to have a high or low back (e.g. most recliners). Other models have a mechanism that allows the height of the back to be adjusted (whether or not with stepless transition) by the individual user (Ponto, JR-3790).

Because a part of the back can be folded down, the sofa or armchair can even be transformed from a passive (or more lying) to an active (or more sitting) comfort (Shiva, JR-3960).

- **Adjustable headrest**

Some models are available with a headrest whose height can be adjusted according to the need of the user at any given moment (Angel, JR-3250).

- **Movable armrests**

JORI has sofa and armchair models that are equipped (whether or not optionally) with a movable armrest. As desired the armrest can stand upright, so that it perfectly supports the arm of a person sitting upright. The same armrest can be inclined in steps (and with some models even continuously), so it can function as a cushion for someone who is lying down, or as an extra seat when it is fully lowered (Tigra, JR-2200).

- **Modularity**

A new trend in personalised sitting comfort is modularity, meaning that a sofa or corner combination can be composed according to the needs of the individual consumer.

Corner modules, combined with independent sitting elements with or without back- or armrests, chaises longues, footstools or terminal footstools mean that everyone can put together a combination fitting his or her interior (Calypso, JR-8300).

By choosing a particular seating height or seating depth, and by integrating functions into the model of their preference, JORI customers create their own made-to-measure seating comfort. Customisation is a trend that is steadily gaining ground, and JORI is determined to pay even greater attention to this in its future designs.

## TV-CHAIRS MINI-MEDI-MAXI

Classy made-to-measure sitting comfort gets a new reference point with the TV armchairs Mini-Medi-Maxi from JORI. **Starting now, all TV armchairs from the JORI collection are available in 2 sitting depths, 3 sitting heights and 2 back heights.** These parameters can be freely combined with one another, so that every individual can compose a TV armchair that is built to perfectly match his or her size.

Moreover, each TV armchair can be combined with 16 different foot types, ranging from round to star-shaped to five-toe feet. There are feet available in different materials ranging from plastic, to lacquered, aluminium, stainless steel or chrome feet, whether or not covered with leather or wood. In short, everyone will find the feet to match his or her taste.

### DESIGNERS

The new models that JORI is presenting at IMM Cologne 2012 were created by the following designers :

#### Jean-Pierre Audebert

French interior designer, member of the renowned Paris 'Société des Artistes Décorateurs', an organisation which groups the crème de la crème of French designers, both in the areas of interior design and architecture. Graduated from the 'Ecole Boule', Audebert earned his spurs with home interior projects and designs for financial institutions, public buildings and schools. He devised a range of different projects for the French High-Speed Train or TGV network.

#### Christophe Giraud

As French architect, he graduated from the famed 'Ecole d'Architecture de Normandie'. Giraud covered the full gamut of architectural pursuits with due success: from devising public and private buildings, across designing showrooms and boardrooms right up to conceiving packagings and utensils. Architecture he describes as "aiming for balance between space and matter, between form and function".

#### Verhaert New Products & Services

Verhaert New Products & Services is a renowned innovation centre that develops innovative products and systems for a wide range of sectors : industry, lifestyle, medical and public sector. As a laboratory for innovation, Verhaert accompanies the creative process at JORI. The two companies work together closely in order to develop new ideas that embody JORI's core values: design, comfort and durability. And the many years of collaboration between the two companies has clearly produced results, as shown by the patented design of the relax mechanism and the models Longueville, Chillap and Calypso.

For further information about JORI, don't hesitate to contact :

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