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## INTERNATIONAL FURNITURE FAIR MILAN 2012

### JORI - HALL 10 STAND C04

#### 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.

#### 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.

For more information on JORI, please contact :

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