

Cologne, 14 January 2013

## JORI STRENGTHENS ITS **50-YEAR** REPUTATION IN THE ART OF FINE SEATING WITH BRAND **NEW RELEASES** AT THE imm 2013

JORI, the Belgian manufacturer of contemporary leather seating furniture, will celebrate its **50th anniversary** in 2013! JORI will do everything to make sure that this anniversary will not go unnoticed and that it will provide the company maximum visibility for 2013.

In other words, 50 years old and stronger than ever!

As usual, JORI will again be present between the 14th and the 20th of January at the international Cologne Furniture Fair. JORI surprises with a few **new models**: starting from a clean slate, Christophe Giraud designed the new **Orea** recliner, and Pocci+Dondoli the **Perla** chair programme.

Furthermore, Verhaert New Products & Services created a surprising new version for the **Tigra sofa JR-2200** and Jean-Pierre Audebert took care of the extension of the successful **Shiva range** by adding a soft version, the **JR-3990**. Last but not least, our popular **Idaho** TV chair got a little brother in the form of a **recliner**.

Obviously some models just had to be featured in Cologne, like the **Cubix** sofa and the **Rumba** armchair, both from Verhaert New Products & Services and launched at Interieur and Orgatec, the **Bloom** armchair designed by David Fox and the table **Opera JR-t707** designed by Jean-Pierre Audebert.

### **NEW MODELS 2012-2013**

#### **OREA** recliner (design: Christophe Giraud) - *Dialogue between leather comfort and wood*

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This recliner owes its contemporary and dynamic character to the contrast between a natural line and a powerful comfortable look. Beautifully sloping thanks to the perfect leather upholstery of the seat and the back, and the purely outlined armrests. Dynamic with strong leather shapes, like the sleek lines of the headrests and by the pure lines of the armrests in preformed solid walnut or oak. Comfortable, both by the firmness and the depth of the seat foam, as well as by the use of the exceptional patented **JORI recliner mechanism**.

A version with covered armrests is also part of the range.

#### **PERLA** chair programme (design: Pocci+Dondoli) - *Refined comfort*

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With Perla, JORI presents a complete and especially comfortable collection, ranging from chairs and bar stools to lounge chairs, all in different versions. The Perla family is designed and developed by the Italian designers Pocci+Dondoli. The motivation and starting point for this design was the harmony between optimal comfort and refined lines.

The Perla chair is available with low and high back, without armrests or with open/closed armrests. The bar stool and lounge chair are both available without armrests or with open armrests.

There is a wide variation in terms of finishes of feet and armrests, ranging from epoxy black, high gloss and smoked chrome, to walnut and oak.

**TIGRA JR-2220 sofa** (design: Verhaert New Products & Services) - *Sensations of the ordinary*

We live in times of abundance and overconsumption. Rest has become the ultimate comfort. This is the spirit that inspired Verhaert New Products & Services for the design of Tigra.

Tigra follows a rich tradition of comfort, which the designer has deliberately sought at every step of the process, with a keen eye for detail and finish, to cut to the quick and make no concession to the ultimate goal: pure harmony. Tigra lets you make the choices corresponding to your own definition of comfort.

Tigra is available with loose back cushions, with feet at different heights, with headrests and armrests, and which allow a comfortable lying position in this sofa.

You can also choose between different sizes, a rich assortment of top-quality leathers and a distinct color palette.

**SHIVA JR-3990 sofa** (design: Jean-Pierre Audebert) - *Coziness and generous seating*

Depending on your mood, you can watch your favorite opera or immerse yourself in the latest novel; you couldn't feel cozier than in the soft leather cushions of the super comfortable Shiva JR-3990.

The seemingly casually draped and exclusive leather upholstery covers and supports you, no matter how you are nesting in this sofa.

This is how the Shiva JR-3990 reaches summits in terms of seating pleasure.

You will recognize some elements of the Shiva range: the bridge foot of the JR-3960, so that it looks as if the sofa was floating, the seating cushions with down-like filling and the very handy fold-out headrests offering you extra comfort for back and head in no time.

The Shiva JR-3990 represents the best of the existing program, combined with a cozy look. Coziness meets design or rather: The Shiva for the rabid romantic and design lover!

**IDAHO JR-7570 recliner** (design: Christophe Giraud) - *Refined design*

With the Idaho recliner, JORI has succeeded in grafting the design of the existing TV chair on the famous patented JORI recliner mechanism.

The Idaho, a high-end model in the TV chair category and very popular because of its fine, elegant design, will undoubtedly strengthen its position with this new development!

This project is based on the idea that when the consumer is attracted by a specific design, the 'product type' should no longer represent a barrier.

In other words, the design should be available in several technical versions. In this case both the **stepless reclining mechanism** and the asynchronous TV mechanism in which the footstool and back are adjustable separately, should be available.

The Idaho recliner is the "pilot" for this vision, which undoubtedly will be pursued.

**CUBIX sofa** (design: Verhaert New Products & Services) - *Clean lines, great comfort*

This Bauhaus-inspired model will certainly reach you with its design language of visually clean lines. The inviting seat cushions and ergonomic back cushions also provide extreme seating comfort. The invisibly integrated headrests offer additional support for the neck and the head. The icing on the cake is provided by the floating armrests and the invisible feet. Cubix is available in 78-cm and 96-cm wide modules, optionally with a chaise longue or footstools. It fits perfectly in any home!

**BLOOM armchair** (design: David Fox) - *Natural design, durable comfort*

The bloom chair was inspired by the natural bloom of a flower, the petals unfolding into their soft, elegant, and perfectly balanced shape. These natural, pure and elegant shapes are coated with organic material and supported by a veneer chalice. You can choose between two bases: a central rotating four toes base in polished aluminium or two tubular steel feet. The result is a comfortable lounge chair that will actually embrace you. Built durably and with an eye for detail, this chair is a unique and perfect timeless solution, as well as an ode to natural beauty!

**RUMBA armchair** (design: Verhaert New Products & Services) - *Cosy comfort*

This rather small, light and easily movable armchair provides active comfort while still radiating a cocooning atmosphere. The paradox between weight and comfort and between active and passive is the essence of the design. The back has an innovative light structure that adapts to your personal physiognomy along with your position of the moment. Your back is fully embraced for an even more comfortable feeling. Thanks to the novel shape of the back feet, this lightweight armchair is really easy to move. Cosy by the fireplace or in your favourite reading corner, you can choose your favourite spot anytime!

**OPERA JR-t707 table** (design: Jean-Pierre Audebert) - *Designdream*

The JORI designers have found an answer to the increasing demand for light and fashionable tables; namely Opera. The invisible extension mechanism, seamless tabletop and ease of operation make Opera a dream of pure design. What's more, you can select the finish of your own Opera table: tabletop and conical feet in white, black, oak or walnut. You decide which fits your interior best.

**About JORI**

JORI, founded in 1963, is a Belgian company that is specialised in high-quality and contemporary leather seating furniture. The company seamlessly merges advanced technology and modern design in order to guarantee the highest possible comfort to its customers. In addition, JORI works together with renowned designers who stand for timeless design quality.

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