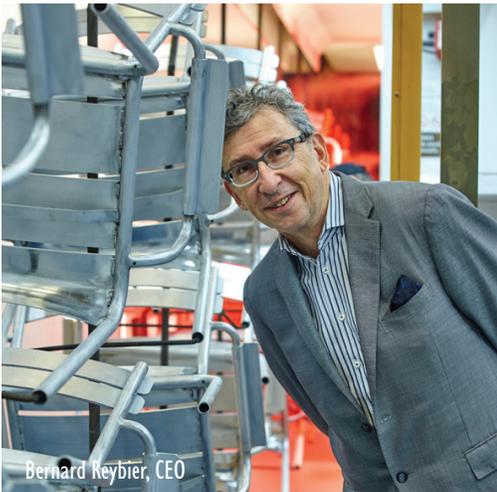




# fermob



PRESS KIT | LATEST NEWS 2020



Bernard Reybier, CEO



Fermob factory in Thoissey



Kate armchair

# COLORFUL OUTDOOR FURNITURE & ACCESSORIES FOR GARDENS, PATIOS & PUBLIC SPACES

## *PATIOS & PUBLIC SPACES ACROSS THE GLOBE*

Fermob (pronounced fair – mob) is an eco-friendly, design-driven outdoor furniture manufacturer based in France that combines the traditional skill of metalworking with technical innovation to create inspiring and colorful outdoor spaces.

Gardens, public squares, restaurants, parks and hotels are awash with colorful, design inspired outdoor furniture. The United States is seeing a huge emergence in outdoor living and opportunities abound for those spaces to be made more lively with Fermob.

Acquired by Bernard Reybier in 1989, Fermob has become a leading expert in outdoor space design. Focused originally on metal garden chairs and tables, its product portfolio has expanded and now offers a wide selection of furniture, accessories and lighting for both home and commercial applications. Since entering the U.S. marketplace in 1991, Fermob has experienced continued growth in every year since.

Fermob prides itself on its unrivalled know-how and unwavering commitment to the highest production standards. Its Managing Director has staked the brand's reputation on a simple commitment – bringing color into outdoor spaces. It was a bold move that has paid dividends. The brand's creations boast their own unique style, developed through close working relationships with some of the finest talent in the design world.

Fermob is an inspired and inspiring brand that is fiercely proud of its independence, and of its image of freedom and joie de vivre.



Sixties chair

# SUSTAINABILITY

Respect for the environment has always been second nature for Fermob. Today this commitment is recognized by ISO 14001 certification, which demonstrates the measures Fermob takes to ensure that its furniture makes an impression on people, and not nature.

This commitment is evident in the way Fermob manufactures its products. The thickness of its table tops has been reduced by 30% for example, but they are still just as strong and hard-wearing. Fermob's «no frills» design standards mean that raw materials are given prime billing and all products are tested and guaranteed, complying with stringent safety standards.

Fermob's powder paints are solvent-free and applied in a zero-release facility. The residues are fully recyclable and recycled and safeguard the environment. Energy consumption is also a hot topic at Fermob and the brand is constantly looking for ways to save energy. Its metal parts are oven-dried, cutting consumption by 30% and the paint-curing temperature has been reduced by 50°F.



## RECOGNITION

In June 2017, Fermob was awarded Gold Exemplary Recognition by the Sustainable Furnishings Council for its deep environmental commitment and exemplary implementation of a range of best practices for sustainability. The company's commitment to continuous improvement is testament to the high regard in which it holds the environment and its customers.

Fermob CEO Bernard Reybier said, "The Sustainable Furnishings Council knows the importance of safeguarding the environment, both inside our homes and out. Fermob takes sustainability seriously, and we are honored that our efforts have been recognized at the Gold level by the SFC."

### About the Sustainable Furnishings Council

*Sustainable Furnishings Council is dedicated to promoting healthy environments inside and outside, providing the most comprehensive information on environmental, safety and health issues in the home furnishings industry and championing initiatives that improve products and processes. The SFC and its qualifying members respond to environmental and social issues and offer specific information to consumers, the media and other partners.*



# FERMOB, COLOR EXPERTISE

## THE WIDEST CHOICE OF COLORS IN THE OUTDOOR FURNITURE MARKET

For more than 25 years, Fermob has been developing intriguing new colors, building its own unique assortment of original hues. These signature shades are continually revised by Fermob's color experts creating fresh new color palettes for every furniture style.

The brand is going even further in 2020, working on new tones that are elegant and subtle in equal measure. Every painstakingly-researched and truly original shade is nuanced and looks great alongside the others, creating stunning contrasts and harmonies. Offering 24 colors – metal, fresh, contemporary, sparkling or classic, but always exclusive - the most option for the garden furniture market. They must stand alone but also enhance the color chart, adding plenty of possible combinations. This is something only an expert can do.

### TEXTURE: AN INGREDIENT IN COLOR!

Color has many properties - depth, radiance, softness, intensity and richness - that are also influenced by texture. Fermob also offers a range of finishes including smooth, textured, glittery, mat and semi-mat, to obtain the perfect shade.

Fermob is constantly researching materials that can be added to the color-based powder. Metal, mother-of-pearl, and gold or silver particles are distributed evenly or randomly to make each color appear even brighter!

### INTEGRATED COLOR EXPERTISE

The Fermob factory, located in Thoissey just north of Lyon in France, boasts one of the most efficient in-house painting lines in Europe. which means that the brand can control its finishes and ensure the high-quality application for which it is known.

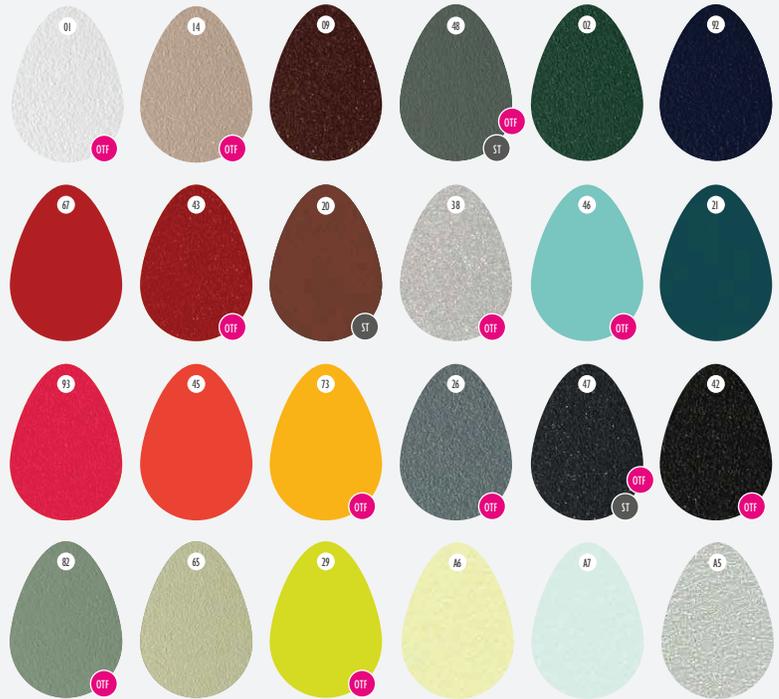
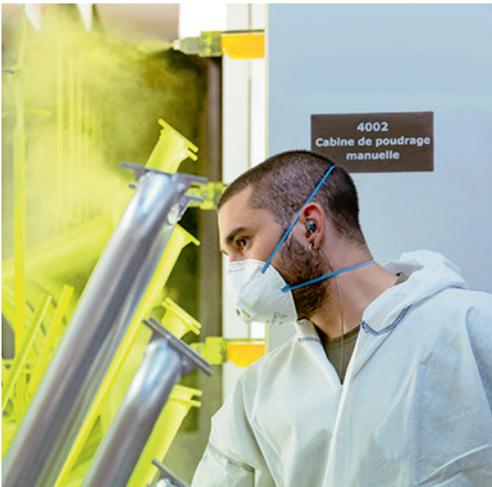
The 22-stage process (degreasing, anti-corrosion treatments, oven-baling, etc.), performed in a 722 ft-long system, is a well-guarded secret. A powder coating is deposited electrostatically and then oven-baked. The procedures are so delicate that even the slightest discrepancy can alter the color!

Thanks to this expertise, Fermob is able to offer robust products that are protected from the effects of sunlight and humidity, and whose color loses



# CHOOSE COLOR!

24 COLORS – FRESH, CONTEMPORARY,  
SPARKLING OR CLASSIC, BUT  
ALWAYS EXCLUSIVE



**OTF** OTF : Outdoor Technical Fabric

**ST** Outdoor Technical Fabric - STEREO

01 Cotton white - 14 Nutmeg - 09 Russet - 48 Rosemary - 43 Chili - 02 Cedar green - 92 Deep blue - 67 Poppy - 43 Chili - 20 Red ochre - 38 Steel grey - 46 Lagoon blue - 21 Acapulco blue - 93 Pink Praline - 45 Capucine - 73 Honey - 26 Storm grey - 47 Anthracite - 42 Liquorice - 82 Cactus - 65 Willow green - 29 Verbena - A6 Frosted lemon - A7 Ice mint - A5 Clay grey

NEW COLORS 2020

# FROSTED LEMON

Frosted Lemon is powerful pastel, which awakens the color chart and makes other shades more radiant with its luminosity. Just like the famous sorbet, Frosted Lemon provides freshness and pep. It reminds us of summer and sunshine, refreshment on shaded patios and the intensity of life.



NEW COLORS 2020

# ICE MINT

A combination of white, blue and green is the subtle cocktail that created Ice Mint. It is an assertive shade, which blends well with the clear-cut colors of the Fermob color chart. A tone with subtle variations: tropical or vintage, Italian or Scandinavian atmospheres, Ice Mint calls to mind wide open spaces or a cozy lounge.



NEW COLORS 2020

# CLAY GREY

As close as you can get to natural materials and taking its qualities from them, Clay Grey is the perfect binder. Essential and timeless, this warm grey goes with all the colors of the color chart to create mosaics of shades that are enhanced by its powdery appearance.





# FERMOB, SYNONYMOUS WITH DESIGN

Design, and perhaps more importantly «French design», identified as a key strategic area at Fermob, has undoubtedly been the driving force of its innovation policy. The brand is fiercely determined to promote the characteristics of French design, finding the perfect balance between heritage, industry, creativity, savoir-faire, sustainable innovation and a hint of elegance.

Product design has been a key feature of what Fermob does from beginning and the company has always been more than just a furniture manufacturer. Design has made the company grow.

Fermob has tradition and innovation in its DNA, creating furniture inspired by poetry, joie de vivre and an innate style. Eager to surprise, seduce, break established codes and inspire original ideas, the brand makes full use of its dynamic in-house design studio, as well as drawing on the expertise of designers from all backgrounds such as Andrée Putman, Pascal Mourgue, Patrick Jouin, Frédéric Sofia, Harald Guggenbichler, Pagnon & Pelhaître, Jean-Charles de Castelbajac, and others to make the outdoors beautiful.

With the unique creative flair of these designers and a focus on developing the company's manufacturing techniques and materials, the Fermob brand has expanded, spawning dozens of new pieces.



# ICONIC COLLECTIONS

When Bernard Reybier took the reins of Fermob in 1989, the company's models included the Bistro collection of small folding chairs with wooden slats, a range of scrollwork garden furniture and a few accessories such as lanterns. He had the ambition to bring a design element into the company's products and create articles that would stand out from the crowd.

He reworked some of the brand's iconic models, including adding metal slats to the Bistro chair to provide extra color, and commissioning designer Robert Broyer to revisit the 1900 scrolled chair and create a stacking version. These bold moves demonstrate his determination to marry aesthetics and practicality.

Luxembourg, another one of the brand's iconic collections, is the result of Fermob's collaboration with well-known French designer, Frédéric Sofia. Approached by Bernard Reybier to create a range inspired by famous SENAT chair in the Jardin du Luxembourg in Paris, Sofia took it upon himself to study and photograph the chair at length.

Focusing on new armrests and curved sections for the slats, he transformed a rustic garden chair into a designer chair which prompted Fermob to name the new range Luxembourg in 2003. Ever since, the range has continued to grow, and the rest is history!

Fermob's love affair with design has now come full circle with the opening of its brand-new trade showroom in the iconic NYDC in the heart of Manhattan. As Bernard Reybier himself likes to say, «I want to highlight the power of design». And he has done just that.



# FERMOB IN THE USA

Fermob USA is the U.S distributor for Fermob brand products. Fermob USA's corporate headquarters are located in Atlanta, GA. Fermob also has a showroom at New York Design Center, 200 Lexington Avenue, New York, NY in Suite 414.

Find Fermob products in the US through its network of retailers or online.



Governors Island, NYC



Bryant Park, NYC



Pilot Brooklyn, NY



Morgans on Fulton, Chicago



Levy Park, Houston, TX.



Charmant Hotel, LaCrosse, WI

FERMOB'S HANDMADE  
FURNITURE AND ACCESSORIES  
CAN BE FOUND IN HUNDREDS  
OF INSTALLATIONS ACROSS 35  
AMERICAN STATES INCLUDING:

## PARKS/PUBLIC SPACES

- Bryant Park, New York
- Beacon Park, Detroit
- Levy Park, Houston
- Klyde Warren Park, Dallas
- Campus Martius Park, Detroit, Michigan
- Governors Island, New York
- Ponce City Market, Atlanta, Georgia
- Coca Cola Headquarters, Atlanta, Georgia

## HOTELS/RESTAURANTS

- Standard Hotel-High Line, New York
- 21c Museum Hotel, Bentonville, Arkansas
- Culinary Institute, Napa (school and restaurant)
- Almond Tree Inn, Key West, Florida
- Catalina Hotel, Miami, Florida
- The Standard, Miami, Florida
- Hyatt Regency, Greenville, South Carolina
- Charmant Hotel, Lacrosse, Wisconsin
- Morgans on Fulton, Chicago, Illinois
- Hog Island Oyster Bar, San Francisco, California
- Shake Shack, New York
- Fresh Flours, Seattle, Washington

## MUSEUMS

- High Museum, Atlanta, Georgia,
- Brooklyn Children's Museum, Brooklyn, NY
- Childrens Museum of Pittsburgh, Pittsburgh, PA
- Dallas Museum of Art, Dallas, TX
- Oakland Museum of California, Oakland, CA
- Virginia Museum of Fine Arts, Richmond, VA

## UNIVERSITIES

- Wake Forest University, Winston-Salem, North Carolina
- Harvard University, Cambridge, Massachusetts
- Culinary Institute of America-Greystone, California
- Duke University, Durham, North Carolina
- Drexel University, Philadelphia, Pennsylvania
- Stanford University, Palo Alto, California
- Wellesley College, Wellesley, Massachusetts
- University of Oregon, Eugene, Oregon
- Baruch College, New York...



Bellevie armchair



Moon! lamp



Lorette collection

## ABOUT FERMOB

Originally a creator and manufacturer of colorful metal tables and chairs, French brand Fermob now offers a wide range of outdoor furniture, decorative accessories and a recently introduced collection of lighting solutions. Based near Lyon, Fermob designs products for both professionals and individuals and has established a reputation as a leading garden, terrace and public space furnishing specialist.

## FERMOB IN FIGURES



Factory floor space:  
145,260 sq feet



Iso 14001 certified



Annual turnover in  
2019: €80 million



30 years of consecutive  
growth and profit



50% of annual turnover  
in export markets



230+ employees



2 million+ folding chairs  
sold in 10 years worldwide

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