

*The inventor  
of colour  
in the garden*

Fermob 



PRESS KIT

# Editor's foreword

By Bernard Reybier

*For Fermob, the garden is a place for freedom,  
for expression and – on occasion –  
for discovery.*

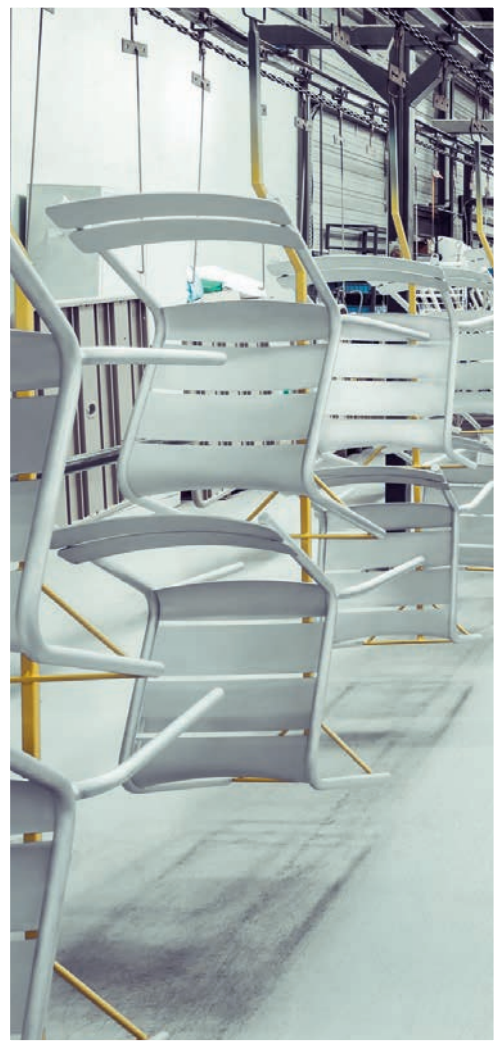


The brand makes this vision a reality through its original palette of **24 metal colours** – from **fresh** and **modern**, to dazzling and **traditional**, and all **exclusive**.

*“We create our own shades - hues that reflect who we are and are in keeping with our own colour chart.”*

**Our colour chart is constantly changing.** We see it as a work in progress. The brand offers a **consistent, timeless palette** of tones, with endless scope for mixing and matching hues across all its product ranges, from **monochrome looks** through to **subtle touches of colour** and **dazzling rainbow effects**.





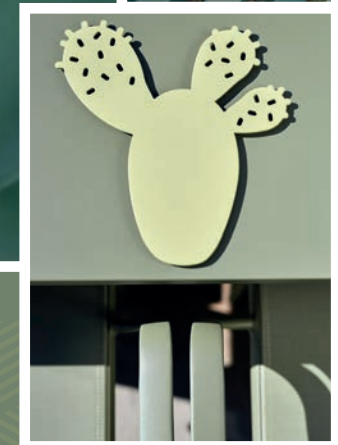
And because we want to be the very best, we've invested in **our own production facilities**, including the **industry's most advanced painting line anywhere in the world**. All of this stems from 25 years of **hard work**, coupled with **curiosity, determination, hard-working employees** and a **long-term vision** about the future of furniture.

*The colours we design allow people to express their creativity and create distinctive sets that reflect their style!*

# Imagine, feel, create...

Fermob has been famous for colour since 1996. **Colour is what makes a garden distinctive**, creates atmosphere on a terrace, **adds personality** to an item of furniture. Colour is about being bold. Fermob set the benchmark when it launched **bright, intense, contrasting colours** at a time when options were limited to racing green and white. These were followed by **subtler, deeper hues for creating nuanced monochrome palettes**.

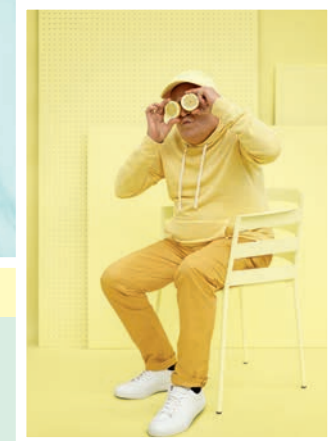
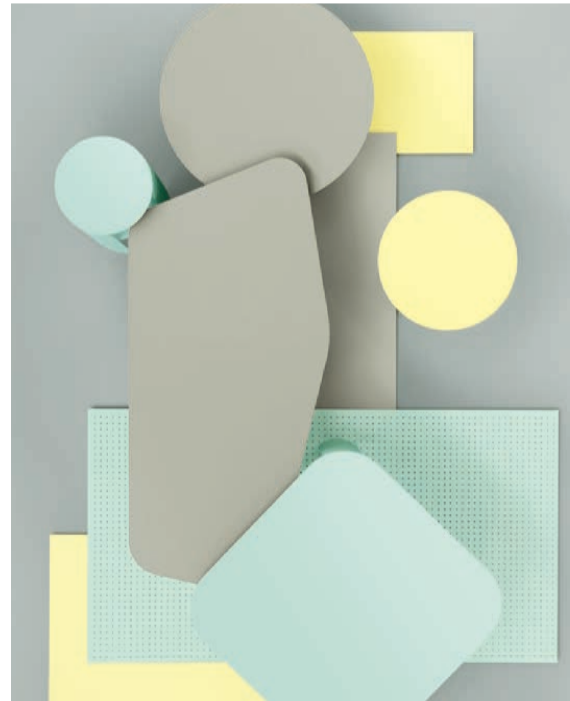




In 2019, the brand expanded its **exclusive colour chart** with some surprise additions: a selection of **hues of dazzling softness** that increased the number of shades to 24 – **one of the most extensive colour charts in the garden furniture market.**

The move was yet more evidence of the brand's quest to impose its style and push the boundaries of **colour expertise** ever further, exploring new visual territories as it seeks to bring a touch of magic to outdoor spaces.

Fermob harnesses the full breadth of its **expertise** to develop winning colours that make a clear statement of intent, drawing on its **technical prowess** while remaining guided by its values: **boldness, joie de vivre and freedom.**



*Close your eyes  
to see better!*

**For Eric Brun-Sanglard, this phrase sums up the essence of sensory design: making the shift from visual to emotion-based vocabulary.**

The architect and designer, who lost his sight suddenly, was determined to create his own inner colour chart. Depending on what he felt when he came into contact with colours – vibrations, hot or cold sensations – he was able to recompose a broad palette in his head.

“I simply escaped from the visual world to a world of the senses,” he says. Since then, he has chosen colours for his customers’ interior spaces that bring them well-being and emotional security. While each person’s feeling about colours is as personal as his perception, he also feels what others need.

***Eric Brun-Sanglard, architect and designer***





“What I really love about Fermob is the sheer variety of colours. The creative possibilities are limitless.”

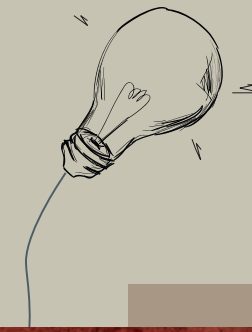
***Jesus Savage, image designer and influencer***



## *From inspiration to technical expertise*

A **huge amount of thought** goes into every new colour, with a full 12 months of design and testing work behind the scenes. Nothing is left to chance, every new colour is carefully considered and developed with painstaking attention to detail.

**This process is a joint effort by a team** that draws on external research into the latest trends, and takes its inspiration from the worlds of nature, fashion, art and more. The working group gathers together **multidisciplinary in-house expertise**, with each member bringing to the table their distinctive vision and the results of their investigations.



*clay*



They start by thinking in absolute terms and **considering all options**. Nothing is out of the question. And because colours never stand alone, they use the full breadth of the brand's colour chart – a time-served collection of 24 exclusive shades – as inspiration for **coherence and combinations**. Possibilities are debated, ideas come up against reality, and proposals emerge and take form.

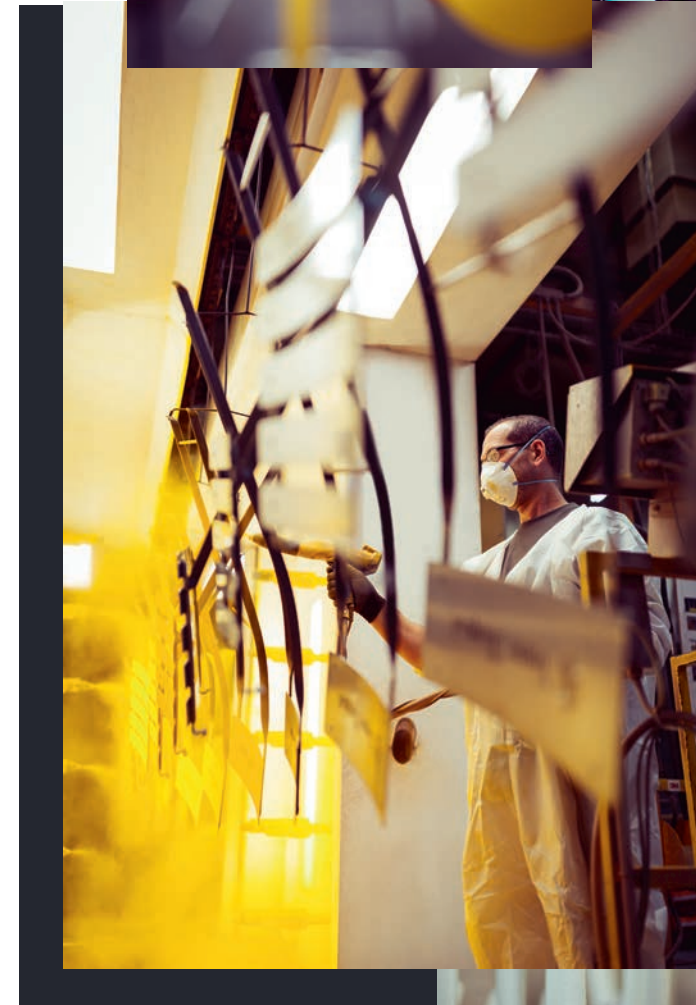
Next, the chosen colours are subjected to a series of stringent **technical quality and durability tests**, including colour-fastness, and resistance to moisture, abrasion, scratches and UV rays. This way, Fermob's teams ensure that **colours do not fade over time, no matter what the weather** – yet another sign of quality. Production only starts once the colours have passed the tests.



*When it comes to production,  
there's no room for improvisation!*

“To be the best, we absolutely have to invest in our production facilities,” says Bernard Reybier. In 1995, Fermob made a **bold and strategic decision** to invest a quarter of its turnover in developing and installing its **own painting line** in keeping with the **company's ambitious plans**.

Following **25 years of ongoing development and improvement work**, Fermob's 220-metre-long painting line offers **unparalleled capacity** and is now **the most advanced facility of its kind in the industry, anywhere in the world!** It **takes just 6 minutes to change paint colours**, and the line can handle every shade of the colour chart in just three days. The **meticulous 22-step process** includes washing and drying the furniture, applying the paint electrostatically, and baking.





The use of 100% polyester, solvent-free powder coatings also echoes the brand's commitment to **responsible manufacturing**.



Backed by this **extensive know-how**, Fermob is able to make **products that can withstand the worst of the weather**, with paint that remains as intense as the day it was applied. In short, that means longer-lasting enjoyment and dazzling gardens!

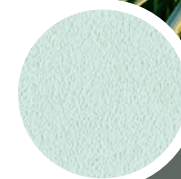
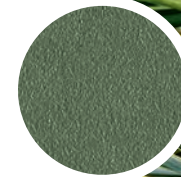
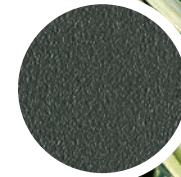


Fermob wanted Rodet - a company located in Anneyron in south-eastern France which it acquired in 2016- to benefit from this unique know-how and recently installed a painting line on the premises. The new line was developed and improved gradually, to bring it in line with the **high quality standards** set at the brand's long-standing facility in Thoissey, also in south-eastern France. As a result, **Fermob's production capability is even more responsive**.

# A colourful painting line!

Fermob opened its own painting line in 1995 – a unique facility that sets the gold standard for performance :

- Up to **20,000 items painted each week**.
- Almost around-the-clock operation (**98% uptime**).
- Just **6 minutes to change colours**.
- **Zero emissions of polluted water or powder**, helping to protect people and planet.
- **100% of waste recovered** and processed on site.



Anniversary  
**25** years old

# *A colour chart with strong green credentials*

Fermob is constantly looking for opportunities to **reduce its impact on the environment.**

On the colour front, the brand's eco-credentials span both components and processes, as part of its **ongoing commitment to improve its performance and protect people and the planet.**



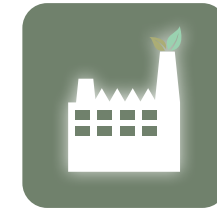
**Fermob's advanced painting line** reflects the brand's zero-waste and zero emissions policy:



**Zero discharge of polluted water**  
thanks to the use of a carefully balanced successive-dip process in the surface treatment tunnel.



**Zero atmospheric emissions**  
Heat from the ovens is even recovered to heat the metal treatment baths!



**Zero powder waste**  
Our solvent-free, 100% polyester powder coating is applied without water via a closed-loop process, meaning that any surplus powder is collected via suction and reused

Because this facility is a **classified installation on environmental protection grounds**, Fermob has specific obligations and responsibilities that echo its commitment to the environment. The brand is also part of a programme that aims to reduce the release of dangerous substances into water.



# fermob

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