

Stressless Media Kit



Comfort, Driven by Fresh Nordic Styles

Norwegian Roots

Ekornes is the largest manufacturer in Scandinavia and its birthplace, Sykkylven, is the epicenter of Norway's furniture manufacturing region. The townspeople are practical innovators who, for generations have perfected the clean designs and functionally focused pieces the country is known for. Stressless proudly embraces its heritage through furniture reflecting the Norwegian lifestyle and design aesthetic.

High-Tech Luxury

At Ekornes, sitting is believing. Equipped with a high-tech skeleton and patented technology, Stressless® seating adjusts with all movements of the body and adapts to fit every curve of the spine. Stressless is known as a world-class innovator of comfort and has earned accolades for ergonomics. It is even backed by the American Chiropractics Association.



Assembled in the USA

In 2012, Ekornes opened a production facility in Morganton, North Carolina to better serve its North American customer base and cut down on the environmental impact of shipping large products overseas. Now Stressless customers are given a high-quality Norwegian product, while supporting American job growth.

Innovators of Green

Stressless prides itself on environmental sustainability and does its part on all levels of production, from heating facilities with its scrap wood chips to selecting only the greenest materials for its products. By buying Stressless seating, consumers reduce their environmental footprint and are guaranteed a quality product, healthy for the Earth and home.



New Products and Styles

Stressless knows consumers want to not only be comfortable in their seating, but to enjoy what they look at as well. That's the reason for an ever-evolving focus on design trends, fresh finishes and new opportunities to combine comfort, luxury and style.

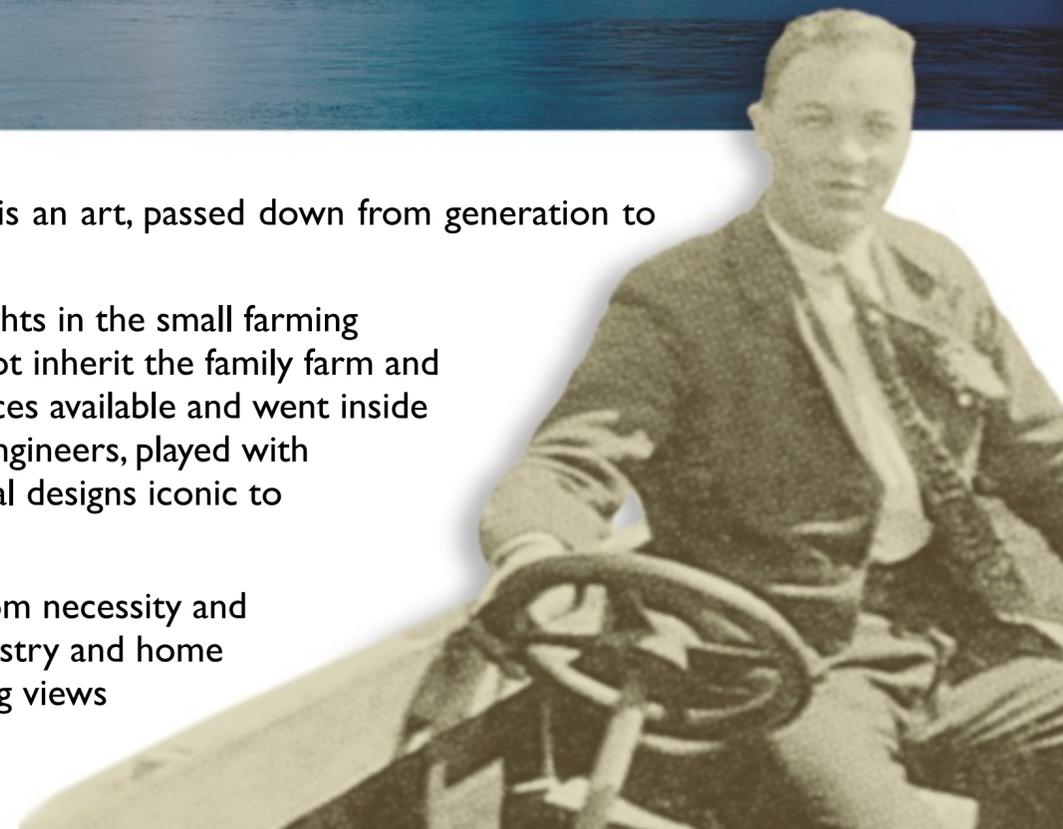
Norwegian Roots



Crafting furniture is wound deeply in the Norwegian way of life. Fine furniture is an art, passed down from generation to generation with a rich history of trials and tribulations.

The practice of building fine Norwegian furniture was the outcome of lineage rights in the small farming community of Sykkylven. It all started with second sons—the sons who would not inherit the family farm and were left with no way to provide for families of their own. They took the resources available and went inside to the barns where they started building furniture. They became designers and engineers, played with art and science and over time they mastered the clean, streamlined and functional designs iconic to Norwegian home décor.

Creating the ultimate comfort experience has taken decades to perfect. Born from necessity and opportunity, Sykkylven is the epicenter of Norway's furniture manufacturing industry and home to Ekkornes for more than 80 years. The town's magnificent land with breathtaking views and serene natural beauty is where a revolution of Scandinavian design began.



High-Tech Luxury

At Ekornes, product designers aim to stay ahead of the trend curve by studying the human body and its unique comfort needs. Through the creation of patented systems, Stressless became the first chair with functionality built into it, allowing every aspect of the chair to conform to the user. Stressless furniture is endorsed by the **American Chiropractic Association**.

The Plus™ System

A complex skeleton of springs provides optimal support for the head, neck and lower back while reclining. The Plus System's unique lumbar spring adjusts to the curve of the body as it moves to ensure complete balance and comfort in every position.

Stressless Glide® System

The one-time turn of a knob allows the chair to read your body's weight and shape for an effortless, gravity-neutral recline.

Swivel Stability Ring

Effortless 360-degree movement is achieved with the attractive and stabilizing swivel ring made of strong beech wood.



BalanceAdapt-System

To provide the ultimate in responsive comfort, BalanceAdapt-System introduces custom mobility to our Signature base. Its rocking motion uses body-weight for effortless ease.

Comfort-Zones™

Revolutionary perforated foam allows the body to sink deeper into the seat, and ensures the chair will maintain its shape. Molded directly over the steel frame, this patented foam provides increased ventilation and comfort.

Ergo Adapt

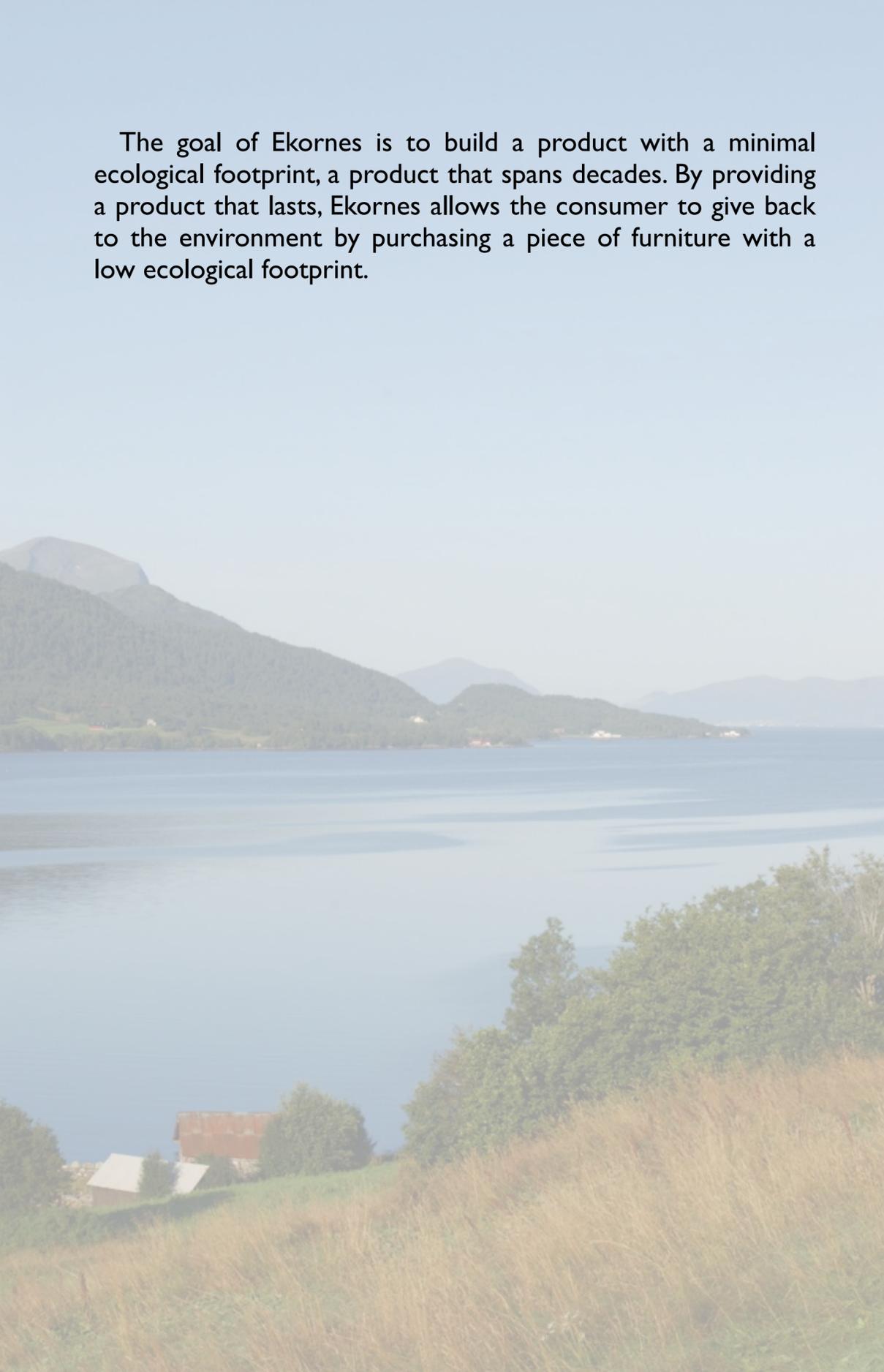
Stressless sofas contain the unique Ergo Adapt® technology that adjusts to the user's positioning. The steel skeleton within the furniture senses positioning and either lifts to flat or tilts for a more comfortable experience whether sitting upright or lying down.

Accessories

As technology advances, so does Stressless. Beginning by designing a headrest that stays elevated as you recline to watch television, Ekornes now designs special laptop tables that attach directly to the recliner.



New for 2015



The goal of Ekornes is to build a product with a minimal ecological footprint, a product that spans decades. By providing a product that lasts, Ekornes allows the consumer to give back to the environment by purchasing a piece of furniture with a low ecological footprint.

Innovators of Green

Ekornes recycles. We reuse excess materials for practical purposes, to cut back on the need for additional resources. Instead of tossing scraps into landfills, excess materials are put to another use.

The European Beech used for Stressless chair bases is never put to waste. The excess wood chips are collected and burned to produce heat used in the company's facilities, cutting back on energy needs.

Scrap leathers stretched for sofas and chairs are collected and sold to companies to create smaller consumer products.

Any excess foam is collected, shredded in a machine and reshaped into cushions for ottomans.

Complex processes are designed by Ekornes engineers to ensure the safety of its employees and the surrounding land.

Closed-loop steel degreasing is used to build metal bases and avoid harmful emissions into the air and the fjords that surround the Ekornes manufacturing facilities.

Water-based stains and lacquers are used for health and safety purposes.

Assembled in the USA

Ekornes works hard to preserve its Norwegian heritage of furniture craftsmanship and aims to support the United States furniture industry, as well. In 2012, Ekornes opened a manufacturing facility in Morganton, North Carolina, a community with a similar history and knack for design to Sykkylven. This is Ekornes' first production facility outside of Norway.

Products assembled in the Morganton facility are labeled "Made in Norway, Assembled in the USA" because 70 percent of the parts for the sofa are made in Norway. This new facility will make for shorter delivery times for North American customers and a higher level of service.



A New Era of Nordic Design

Stressless knows people want to not only be comfortable in their seating, but they want to like what they see as well. That's why Stressless focuses on progressing their products towards supreme comfort with an eye on style.

Fresh offerings with a variety of looks means there will always be a look to fit in with any home.

2015 introductions include:



Skyline



Metropolitan



View



Panorama

Styling Options

Inspired engineering, trend forecasting and industry experience are the secrets to creating luxurious furniture people are proud to own. Each design has a unique story behind it and must undergo scrutiny from our Product Council. Design specialists monitor worldwide trends in furniture, fashion and technology to develop exceptional designs. Hundreds of designs are submitted for review, then narrowed down to just a few for consideration. Technology such as 3-D Cad and 3-D plastic printers are used to develop lifelike models to be analyzed by the council. From this, the best possible product designs emerge. This intricate process allows Ekornes to guarantee each piece of furniture brought to market is worthy of the Stressless name and the customer's appreciation.

Wood

Beech wood from Eastern Europe is laminated to withstand 10 tons per centimeter. It is heated to simultaneously dry the glue and shape the wood. The wood's characteristic light color and grain make it ideal for staining to one of the seven stain options.

Steel

Ekornes uses soap and water to clean the steel and grow their own bacteria that treats the steel waste.

Leather

Top-grain leather is extensively tested for color consistency, durability and elasticity. Four types of hides come from the world's finest tanneries, each varying in thickness, texture and color treatment. The Cori collection debuts for 2015, offering a new level of durability combined with supple luxury.

Color

Color is at the heart of Stressless design. With more than 20 colors of leather, 60 colors of fabric and seven stain colors.

Fabric

Five types of fabric are passed through rigorous durability tests to ensure only quality pieces go into products. Fresh textiles are available, including Ultrasuede® in seven top-selling colors.



Learn More

Website: ekornes.com/US

Product Showcase: endlessstressless.com

Facebook: [EkornesStressless](https://www.facebook.com/EkornesStressless)

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