

Welcome the webcast on fabrics & colours





Fabrics & Colours

- 01 New Colour collection & colour retouch of existing fabrics
- 02 Phase out of fabrics
- 03 Elegance Line
- 04 Leather
- 05 Membrane
- 06 se:fit: update & additional colours
- 07 se:spot: new shell colours

01

New Colour collection &
colour retouch of existing
fabrics

The new colour worlds at Sedus



Before new colour trends are developed, social backgrounds and developments in the world of work are considered. These have a decisive influence on the creation of new colour worlds.

We perceive the following 3 trends:

1. The office is becoming more and more human → HUMAN OFFICE
2. The office becomes more dynamic at any time → FLEXIBLE OFFICE
3. The office becomes more and more homely → COZY OFFICE

The new colour worlds at Sedus

SMART BALANCE

LIKE A LIGHT FLOW

Lightness and pure clarity underline the smart and, at the same time, humane working atmosphere. Digitally and intelligent technology thus become tangible and authentic, as demonstrated by an innovative interplay of familiar line and chalk tones and soft shades of blue, lilac and blonde. The minimalist colour palette creates subtle aesthetics in which spatial silence, purity and freshness prevail.

CALMNESS & FRESHNESS

SENSUAL

SMART ELEGANCE



URBAN LIVING

COZY MOOD IN THE OFFICE

Powerful, dark colours and smooth textures create spaces with a lounge feeling. The mix of distinctive statements and classic elements highlights the innovative combination of the old and the new. Jewel colours stand for value and mix with sensual, soft silk tones. This gives the office a soft look with a calming and elegant touch.

STUNNING DEPTH



SOFT BEING

DESIGN WITH A HUMAN SENSE

Familiar simplicity blends with natural authenticity. Soft, round shapes are in harmony with extra matt surfaces and soft textures. A slightly etymological touch in the colours and accessories shows the increasing globalisation and the importance of tradition and closeness to nature in our fast-paced world.

AUTHENTIC

BALANCED & RE-JUVENATING



SOFT & ROUND

MULTI CREATION

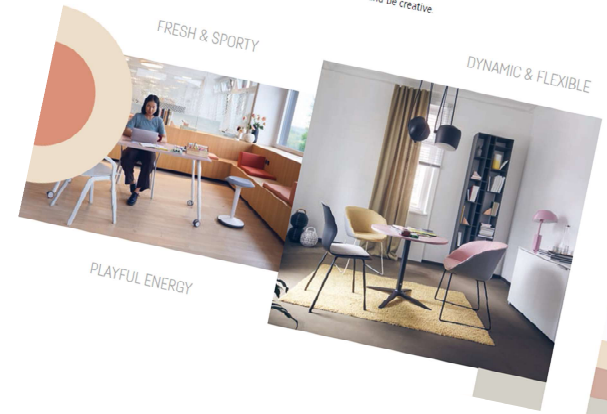
FLEXIBLE FEELING AT WORK

In order to embrace new ideas and pursue creative approaches without any preconceptions, it is important to be surrounded by an activating and agile ambience. Powerful contrasts and intense, sensual colours, such as fresh shades of blue, vibrant melon tones and energetic yellow nuances, help you unfold your mind and be creative.

FRESH & SPORTY

DYNAMIC & FLEXIBLE

PLAYFUL ENERGY



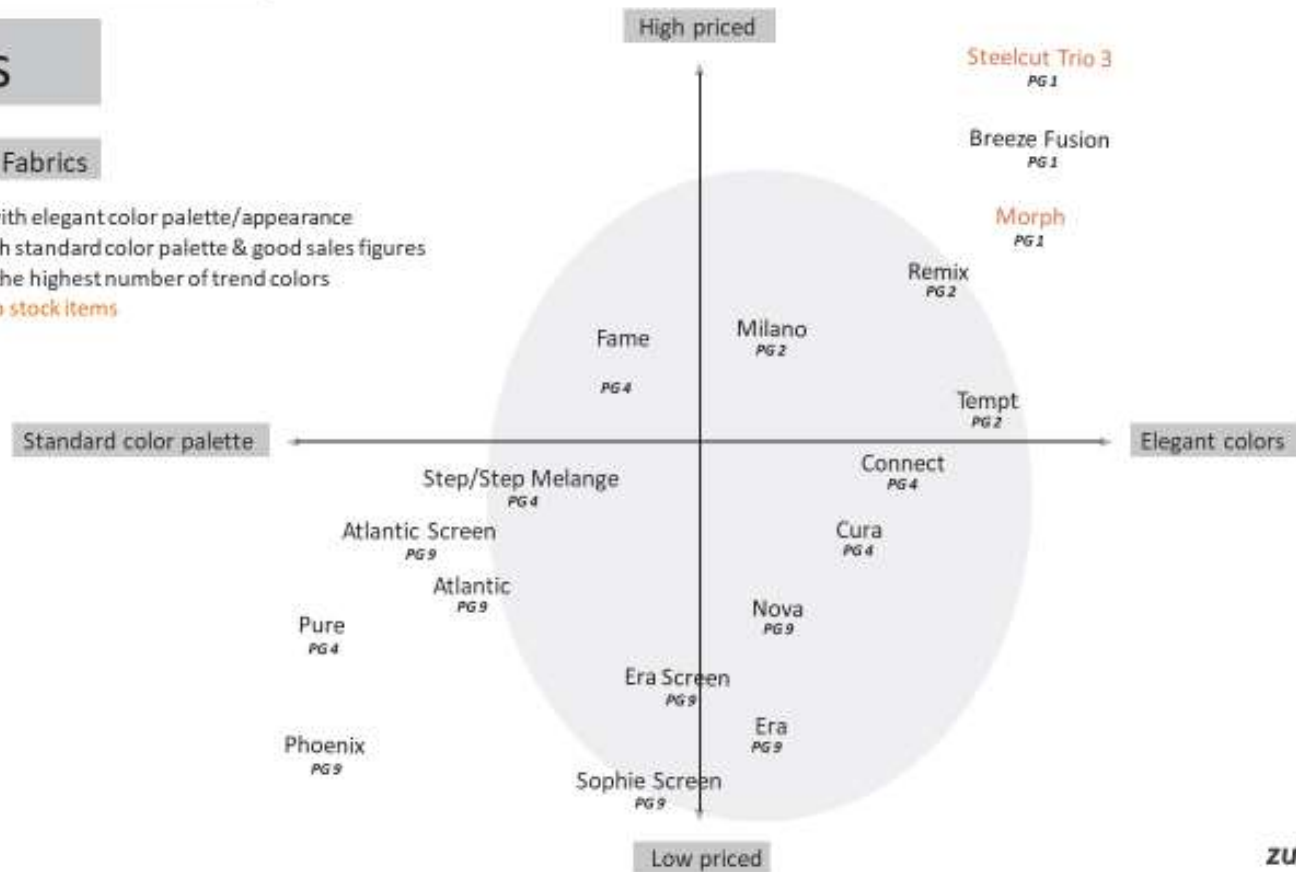
Fabric collection 2020+

SEDUS COLOR WORLDS // COVER FABRICS_CLASSIFICATION

Fabrics

Distribution of Fabrics

- > expensive fabrics with elegant color palette/appearance
- > cheaper fabrics with standard color palette & good sales figures
- > grey marking with the highest number of trend colors
- > **Fabrics on order, no stock items**



sedus

zukunftStil

Fabric collection 2020+

Price group	fabric collection 2020+
Price group (9)	Phoenix (Replacement for Crêpe)
	Era
	Era Screen 170
	Sophie Screen
	Nova
	Atlantic
	Atlantic Screen
Price group (4)	Connect
	Cura
	Pure (24-h fabric) Replacement for Set
	Step/Step Melange
	Fame
	faux leather
Price group (2)	Milano
	Tempt
	Remix
Price group (1)	Breeze Fusion
	Morph Elegance Line - <i>only on order, not in stock</i>
	Steelcut Trio Elegance Line - <i>only on order, not in stock</i>
Price group (0)	Projekt Leather

Explanation:

New collection

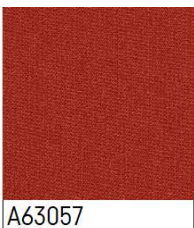
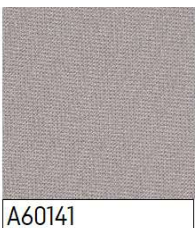
Existing collection being retouched,
or colours without any demand are phased out

Colour retouch of existing collections

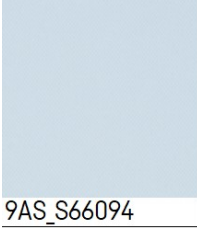
PG 9 – Nova



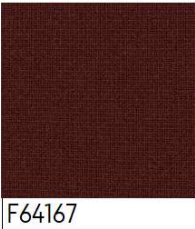
PG 9 – Atlantic



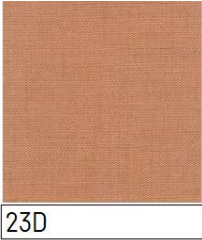
PG 9 – Atlantic Screen



PG 4 – Fame



PG 2 – Remix



Price group update (PG9 and PG1)

- black dot 24 / mr. 24 (PG 9) → Phoenix as a 24h fabric new to PG 9
- se:works (PG 9) → Country adjustments: uniform € price
- sweetspot (PG 9) → Country adjustments: uniform € price
- on spot / on spot cosy (PG 1) → Integration of Elegance Line

02

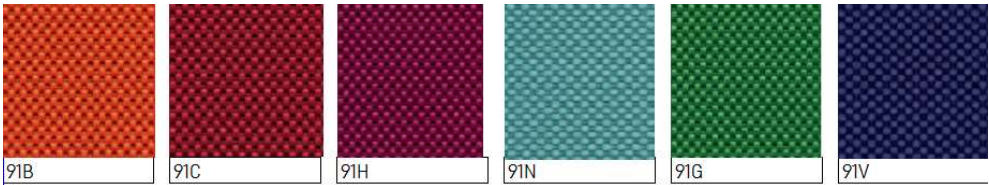
Phase out of fabrics

phase out by 31.12.2020

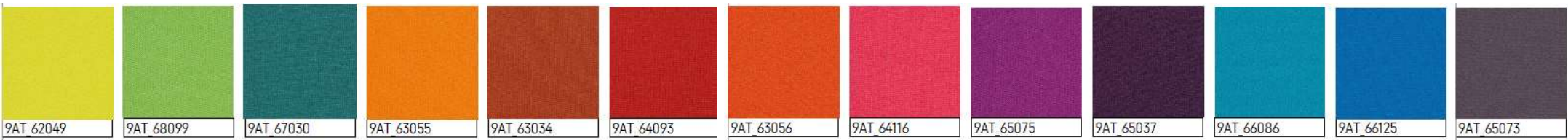
Price group	phase out of collections by 31.12.2020	phase out of single colours by 31.12.2020
Price group (9)	Xpress Screen	Nova
		Atlantic
		Atlantic Screen
Price group (4)	Crêpe	Step/Step Melange
	Twist Screen/Twist Melange Screen	Fame
Price group (2)	Set (24-h fabric)	Remix
	Class	
	Gaja	
Price group (1)	Craggan	
Price group (0)	leather	

phase out by 31.12.2020 – single colours

PG 9 – Nova



PG 9 – Atlantic



PG 9 – Atlantic Screen

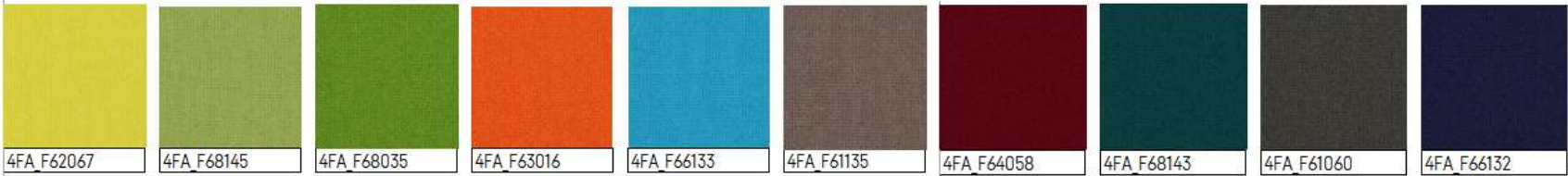


phase out by 31.12.2020 – single colours

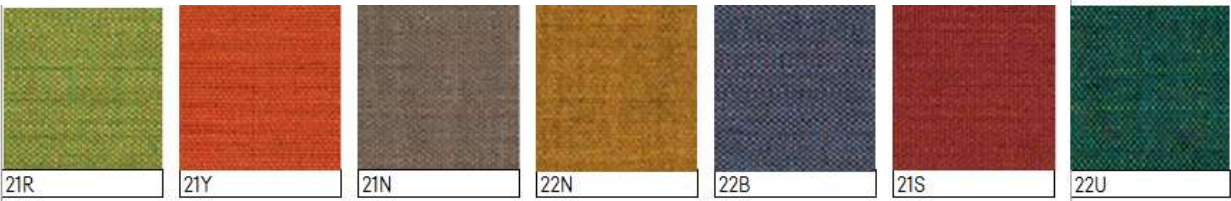
PG 4 – Step/Step Melange



PG 4 – Fame



PG 2 – Remix



se:cube

Price group	phase out of collections by 31.12.2020	fabric collection 2020+
Price group (9)	Atlantic Screen	Atlantic Screen
	Nova	Nova
	Xpress Screen	
		Sophie Screen
		Era Screen
Price group (4)	Twist Screen	

phase out of total collection	phase out of single colours	Ergänzung of single colours
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Screens

Price group	phase out of collections by 31.12.2020			fabric collection 2020+		
	easy screen	se:screen	se:wall	easy screen	se:screen	se:wall
Price group (9)	Atlantic			Atlantic		
		Atlantic Screen			Atlantic Screen	
	Nova			Nova		
		Xpress Screen				
				Sophie Screen		
				Era Screen		
Price group (4)	Crêpe					
	Fame			Fame		
		Twist Screen				
Price group (2)	Gaja					
	Remix			Remix		

phase out of collection

phase out of single colours

Addition of colours

Timeline

Since week 45

Phase out by
31.12.2020

from 01.01.2021

All new collections can be ordered:

- Phoenix
- Era/Era Screen
- Sophie Screen
- Connect
- Cura
- Pure (24-h fabric)
- Milano
- Tempt
- Breeze Fusion
- Morph (Elegance Line)
- Steelcut Trio (Elegance Line)
- Projekt Leather (asap)

+ Existing collection can still be ordered :

- Nova
- Atlantic/Atlantic Screen
- Xpress Screen (phase out 31.12.20)
- Crêpe (phase out 31.12.20)
- Step/Step Melange
- Fame
- Faux leather
- Twist/Twist Melange (phase out 31.12.20)
- Remix
- Set 24-h fabric (phase out 31.12.20)
- Class (phase out 31.12.20)
- Gaja (phase out 31.12.20)
- Craggan (phase out 31.12.20)
- Leather (phase out 31.12.20)

fabric collection 2020+:

- Phoenix
- Era/Era Screen
- Sophie Screen
- Nova
- Atlantic/Atlantic Screen
- Connect
- Cura
- Pure (24-h fabric)
- Step/Step Melange
- Fame
- Faux leather
- Milano
- Tempt
- Remix
- Breeze Fusion
- Morph (Elegance Line)
- Steelcut Trio (Elegance Line)
- Projekt Leather

03

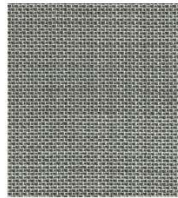
Elegance Line

Elegance Line

- Why? Exclusive fabrics are increasingly demanded and defined by architects in the project business. In order to strengthen our product portfolio with regard to the A&D business and to make it especially attractive, an extra fabric collection was created, the Elegance Line
- What? Morph and Steelcut Trio 3
- How? This exclusive product portfolio is characterized on the one hand by its particularly high quality and on the other by its positioning to reflect current trends
- When? From week 45 in price group 1
- Special features?
- In order to present current trends this collection can be adapted at short notice - no stock items
Please note that no subsequent delivery obligations can be given for the fabric qualities and colours in the Elegance Line

Elegance Line

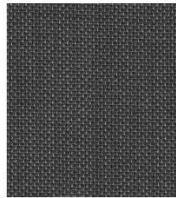
Morph



4101



3101



1101



2104



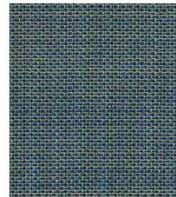
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4102



14101



13101



6101



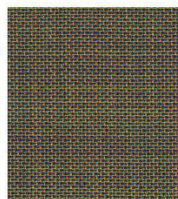
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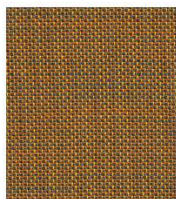
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9102



10103



11101



8101

Steelcut Trio 3



105



205



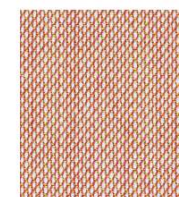
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276



226



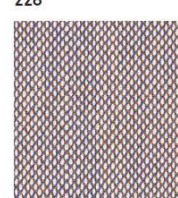
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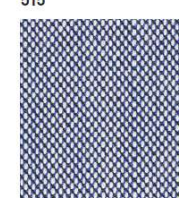
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796



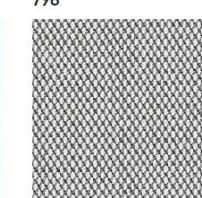
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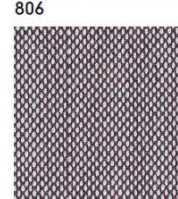
716



746



133



336

04

Leather

leather



- **New Leather “Projekt”**

- In the barrel dyed, corrected nappa leather with a fine grain
- A chrome-free tanning on a synthetic vegetable basis is used. The synthetic part is produced chemically, the vegetable part is obtained from fruits of the so-called tara
- Chrome-free leather decomposes under certain conditions in contrast to chrome-containing leather, which cannot be composted
- Ecological mineral tanning complies with the "Blue Angel" award criteria

leather: recent news

Ranchero leather

Advantages:

- + Full grain, unembossed and soft aniline leather
- + experience hapticwise
- + Natural characteristics of the leather are preserved and give a particularly high-quality appearance
- + Develops an individual patina

Disadvantages:

- Excessive sweating in combination with white clothing can lead to discolouration

05

Membrane

Membrane: recent news

Colour adjustment of the membrane to the fabric collection 2020

- Full colour matching to the fabric collection 2020+ in 2021

se:motion net

- Knitted membrane in four colours: black, grey, red and petrol
- material: 100% polyester
- Weight: 520 g/m²
- Scouring tours: ≥50,000 Martindale Scrub Tours
- Pilling/nodulation: 5
- Fastness to rubbing wet/dry: wet: 4, dry: 4 (ISO 105 - X12)
- Light fastness: 5 (ISO 105 - B02)
- fire safety standards: DIN EN 1021, part 1 & 2; UNI Class 1.IM (for code 6044)

Quality management

Change of supplier from a membrane manufacturer

Successful conversion since the beginning of 2020: black dot net, black dot air, netwin, se:motion air knit

Exception for matching grey tones: M43 (black dot net) / M3A (netwin)



06

se:fit Update and
additional colours

Overview

- What: Conversion of the circular blank fabrics to Runner & inclusion of additional colours
- Why: Changeover to new spacer fabric,
Expand and refresh your portfolio,
Reach new target groups (e.g. also online, children's rooms)
- Price: 198,- € (valid from 1.01.2021)
- Overview Timing:

Version black/black:	delivery week DE week 43 / EX week 44
Version white/grey:	delivery week DE week 45 / EX week 46
Availability of the coloured versions:	1.01.2021
- Pictures: new pictures are available in the media centre from week 45
<https://mediacenter.sedus.com/>

NEW Portfolio

Old version



Change to new fabric



NEW within the portfolio



Attention: In order to keep the internal complexity low and thus guarantee marketability, these variants are fixed with the respective frame shown here and cannot be combined with each other, i.e.

frame BLACK > seat upholstery BLACK or RED

Frame WHITE > Seat upholstery GREY, GREEN or BLUE

Advantages of the new fabric RUNNER

NEW:

- Three-dimensional spacer fabric
- 100% recyclable polyester
- EU Ecolabel
- Use of 80% polyester and 20% recycled material
- Harmonious fabrics and colours within the variants
- No heavy metal
- Sporty look
- Standard 100 by OEKO-TEX°
- Softer and softer than previous version
- (promotes a longer sitting experience)
- further information can be found here:

<https://www.gabriel.dk/en/fabrics/textile/runner/30887>

This is a double-faced fabric, which has been extended by the 3rd dimension through the use of spacing connecting threads.

USPs:

- Breathable
- Comfortable
- Heat and moisture conductive



07

se:spot family
new seat shell colours

Overview

- What: Additional shell colours antique pink & fjord green
- Why: Pastel shades are in vogue and do not appear too dominant,
Refresh portfolio,
Reach new target groups (e.g. also online, children's rooms)
- Price: price neutral
- Overview Timing: Availability of the coloured variants: Delivery week DE week 48 / EX week 49
- Pictures: new pictures are available in the media centre from week 46

<https://mediacenter.sedus.com/WorldPort/Port/WorldPort>

NEW Portfolio

Available shell colours	code
white	120
silk grey	148
black	103
antique pink (NEW)	156
fjord green (NEW)	157

Configuration examples :



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Product Management Seating

Visit our Social Media Accounts:

