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Iconic Scandinavian furniture design brand launches in Australia

Bad Backs has been selected as the exclusive Australian distributor for iconic Scandinavian furniture brand, **Variér**.

Variér is famous around the world for its sleek, contemporary and functional chair designs and is best known for the the Variable balans kneeling chair, designed in the 1970s by Scandinavian designer **Peter Opsvik**.

"We are very excited about introducing the Variér® range to

Australia. The ergonomic and functional aspects of the Variér chairs are a natural fit with Bad Backs, however this range will appeal to a niche group of our customers who like their furniture both comfortable and stylish," says Bad Backs director, **Jonathan Hulme**.

"Scandinavian furniture has classic, timeless qualities, which are becoming more appealing and sought after in this throw-away age. Also Variér furniture is made in Norway from fast-growing beech hardwood, cherry and walnut veneer, making them an eco-friendly choice," explains Hulme. F



New reticulated foams from Dunlop

Dunlop Foams has released a range of reticulated foams. Branded **Dry Flow**, these foams are suitable for a wide range of applications where water or air flow is important.

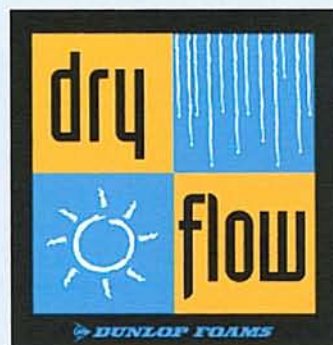
With the Australian climate lending itself to outdoor living, it only makes sense that you would want to be as comfortable outdoors as you are indoors. With that in mind, Dunlop Foams has released a range of outdoor use foams, branded Dry Flow, suitable for applications such as alfresco dining furniture, patio furniture, poolside furniture, leisure boat furniture etc.

Simon Rogers, Dunlop's National account manager - specialty, is pleased to confirm the long awaited launch and says that: "these reticulated foams are perfect for outdoor furniture where you need water to drain quickly.

"These foams offer a distinct advantage over conventional foam grades in outdoor use. These outdoor grades are often referred to as reticulated foams due to their key feature of being able to reticulate or drain away the water that it will come in contact with. When used in conjunction with appropriate fabrics such as outdoor, open weave materials, the cushions will dry out easily and effectively and thus provide comfort and superior

performance for years to come."

They can also be used for indoor furniture or bedding applications to increase air flow and reduce temperature." Dunlop Foams "Dry Flow" is available in soft medium or firm grades. F



Gold award for Formway chair

A fresh approach to seating design from **Formway Design** has resulted in its new **Be** chair winning a Gold Award at the **NeoCon** trade show in Chicago in June.

NeoCon's awards are both highly coveted and influential in the world commercial furniture market. The 2009 awards were hotly contested, with the Be chair beating offerings from industry heavyweights like **Herman Miller** and **Humanscale** to take the top prize.

Be uses a breakthrough combination of materials and features that allow the chair to support the

user in multiple work postures. Its innovations include a unique weight compensated recline structure designed to provide smooth, organic movements. That is made possible through a novel system of flexing elements – top, back and seat – rather than traditional mechanical links.

It incorporates recycled and sustainable materials and is designed to exceed Australian and New Zealand environmental requirements. It has already received a Sustainable Platinum rating under the **SMaRT Sustainable Product Standard** for the US market. F