



Welcome to Conform.

Swedish craftsmanship to lean on since 1978

Conform follows your movement



We offer furniture that is not only comfortable, well-designed, and creates a sense of well-being, but also naturally fits into every home.

With a wide range of options available, everyone can create their own personal style.

We achieve this through high product development, service and quality, as well as an engaged and market-oriented organization.

Every piece of furniture is the result of careful work and craftsmanship by skilled employees, with everyone going the extra mile.

We want our furniture to be symbols of Swedish craftsmanship and reliability, and to be a safe place where you always can relax and feel at home.

We want our chair to be part of Swedish craftsmanship you always can lean on.

The first choice for your home

CONFORM®

THE CRAFTSMANSHIP

Distinct lines, solid construction,
and Swedish craftsmanship make
our furniture age with beauty.

Swedish craftsmanship to lean on since 1978

CONFORM®

THE SITTING CURVE

Our armchairs are designed to match
the sitting curve, v your body superior
comfort in all positions.

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CONFORM®

THE FREEDOM OF CHOICE

You add the finishing touch, not only by
choosing between fabric, sheepskin
and leather, but also wood type and foot.

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Conform's advantages



Armchairs that...

- Combines design with long-lasting comfort
- Symbolizes Swedish craftsmanship and reliability
- Optimizes sales per square meter
- Strengthens profitability across your entire range

A brand that should be...

- Recognizable and trustworthy in the market
- Attractive to both retailers and end customers
- Easy to sell and market
- A stable driver of repeat business and recommendations

Conforms inner values

An ergonomically correct position,
from upright to horizontal

- The armchair supports the user's body in all positions
- The seating curve: how the lower back changes and the body's center of the gravity shifts.
- Unique principle for development and construction since 1978



Syncro backup





Endless variation – Meet the Conform Family.

- Wide selection of fabric, leather and sheepskin
- Personalize your armchair with different types of wood, legs, bases and heights

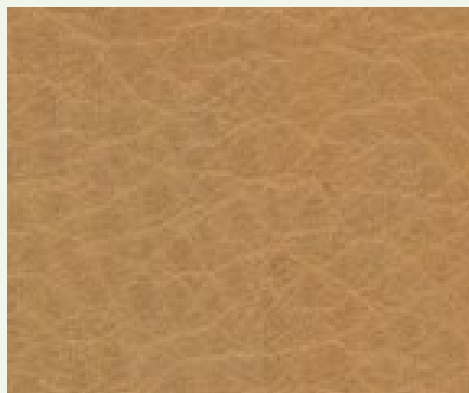


Genuine materials you can rely on

- We use leather, sheepskin and high quality fabrics
- Designed to offer a living feel that improves with long-term use
- Leather and sheepskin always differ in structure and nuance
- Colour and material samples should be regarded only as an indication, as the finished product may vary slightly



Leather



Standard leather

- Cover-dyed
- Free from natural irregularities
- Resistant to stains and dirt

Semi – aniline leather

- Soft and dyed
- Light, slightly coloured coating
- Natural irregularities and marks
- Good comfort and breathes well

Aniline leather

- Our finest leather
- Light coating, coloured with dye only
- Smooth and beautifully patinated with age

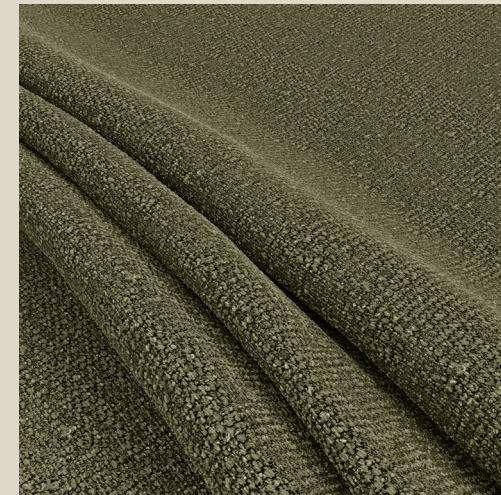
Leather: general care advice

- Do not place it next to a heat source (avståndet minst 40 cm)
- Avoid direct sunlight
- Avoid humid environment and temperature fluctuations
- Simple cleaning– vacuum clean and damp cloth with lukewarm water
- Remove stains–use professional furniture care products recommended by the store
- Don't use soap, detergents or universal cleaning fluids



Fabric

- A wide selection of colours, textures and quality
- The end customer can get exactly the right colour to match or create a contrast



Sheepskin

- Variations in tone as well as wool structure occur naturally in the product
- Our sheepskin comes from Australia
- Sheepskin of the breed Crossbred which guarantees a high quality
- Post – completions can never match exactly
- Our color samples should always be seen as indications
- Prepared and colored skin follows strict demands on environmental effects and cattle management
- Hypoallergenic



Sheepskin: general care advice

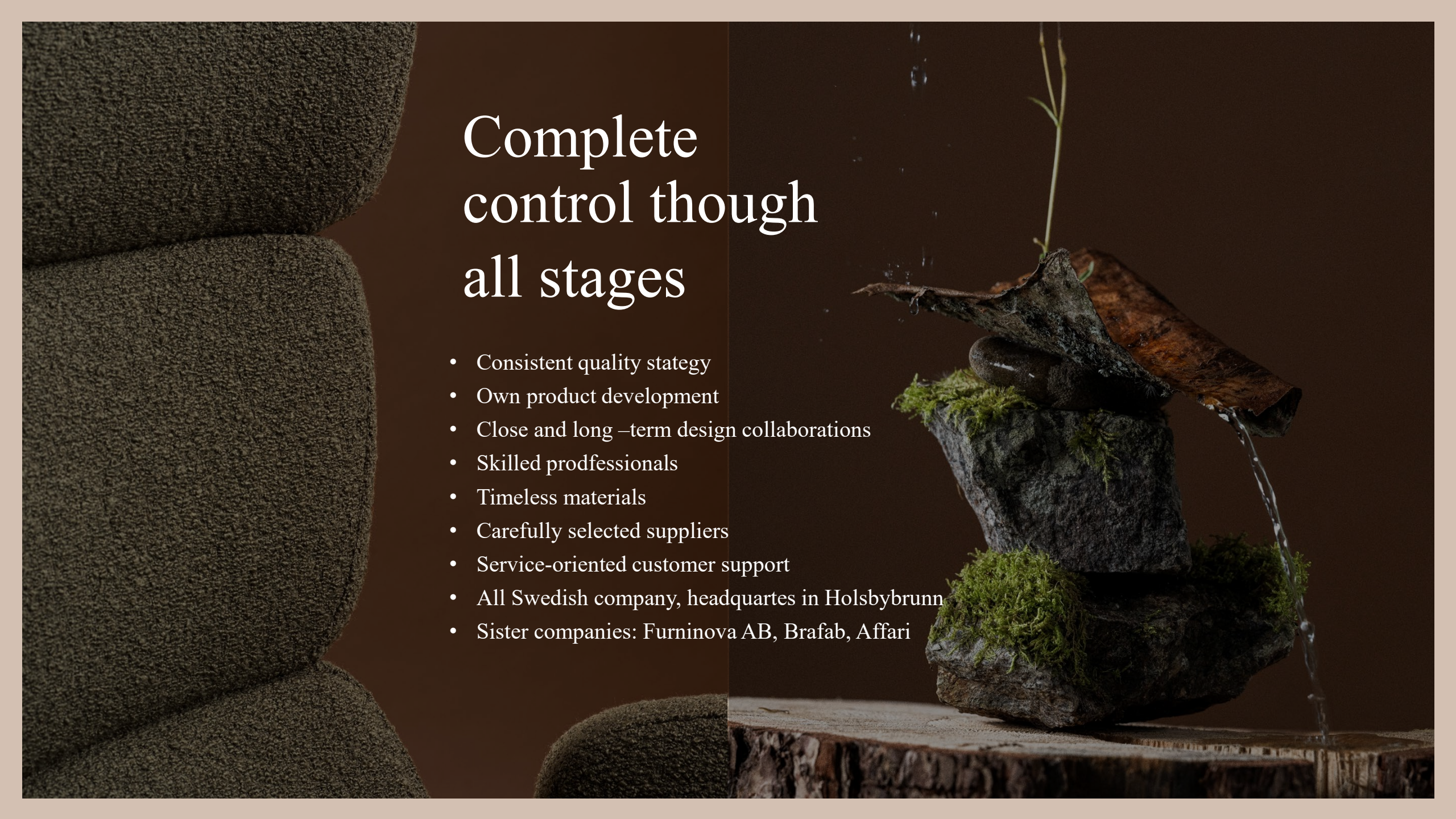
- Dust and debris gather at the bottom
- Air and vacuum regularly
- Use a lint remover for loose dirt
- Wet stains with water
- Remove stains with a sponge and lukewarm water, and use wool schampoo if needed
- Avoid direct sunlight



- Armchairs only – since 1978
- Development of material selection, functionality, design, and production to perfection.
- Experience and expertise
- Craftsmanship

Specialized
from start





Complete control though all stages

- Consistent quality strategy
- Own product development
- Close and long –term design collaborations
- Skilled professionals
- Timeless materials
- Carefully selected suppliers
- Service-oriented customer support
- All Swedish company, headquartes in Holsbybrunn
- Sister companies: Furninova AB, Brafab, Affari

Step by step

- Market analysis
- Design brief
- Design process
- Construction
- Material analysis
- Prototype workshop
- Test lab



Own test lab

Internal tests:

- Each chair undergoes extensive, systematic strength testing in our workshop, as well as at our component suppliers
- The seat and backrest are subjected to up to 100 000 cycles, with load of up to 160 kg on the seat and 40 kg on the backrest – a test corresponding to many years of daily use
- The guaranteed maximum load is 120 kg. Timeout Large is rated for 140 kg
- When necessary, target tests such as tensile testing or point-load testing are carried out to ensure that every component performs as promised
- The goal is to create chairs that combine comfort, strength, and timeless quality



External tests:

- RISE
"Requirements and test methods for safety, strength, and durability"
EN 16139:2025
(Contract sector – 100 000 test cycles compared to 25 000 test cycles for domestic use)
- Models: Air, Timeout, Turtle, Master, Globe, Afterwork, Life, Freetime, Style
- Domestic use: Aviora, Nova,



Design for our time

- Productdevelopment at the core
- Scandinavian design
- Clean lines, solid craftsmanship, durable construction
- Close collaboration with designers
- New solutions



Lenka Teilmann
Designer, Denmark



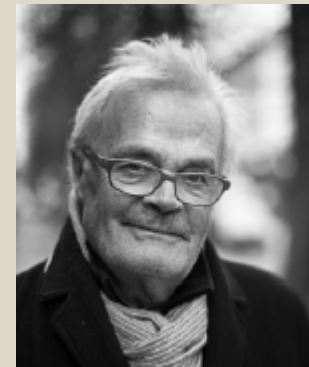
Kent Thorsell
Designer, Sweden



Jahn Aamodt
Designer, Norway



Jan Ekström
Designer, Sweden



Niels Gammelgaard
Designer, Denmark



Eddie Gustafsson
Designer, Sweden



Material – Metal

- Embedded frames made from high-quality steel tubing
- Tube bending, robotic welding and manual welding
- Armchair feet in 3D molded aluminium
- Surface treatment: powder coating or brushed

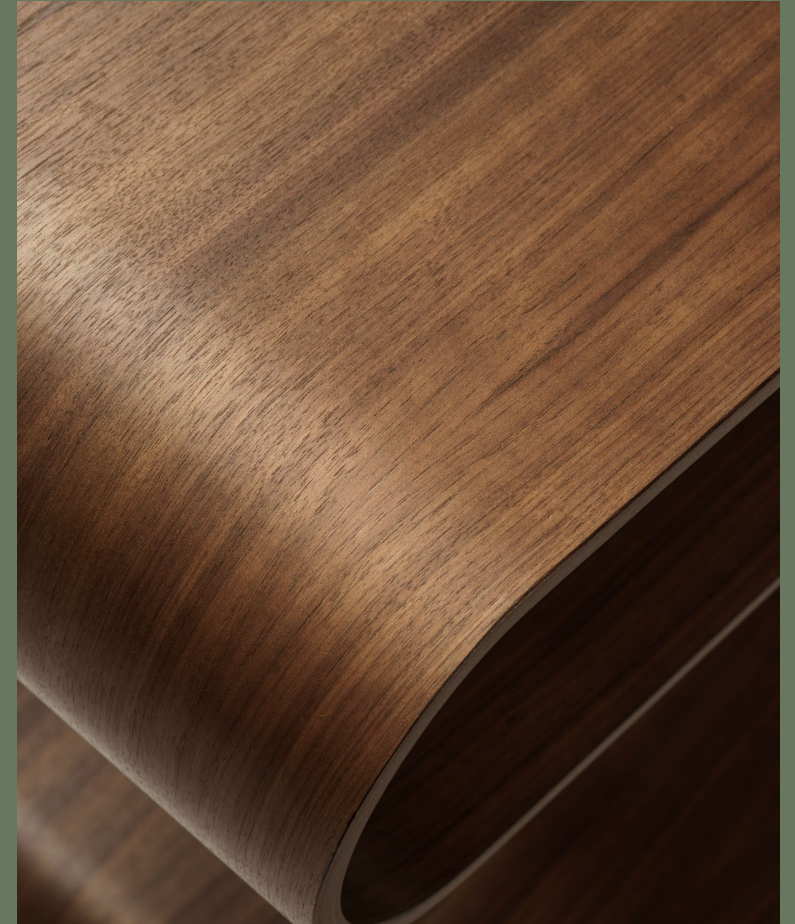
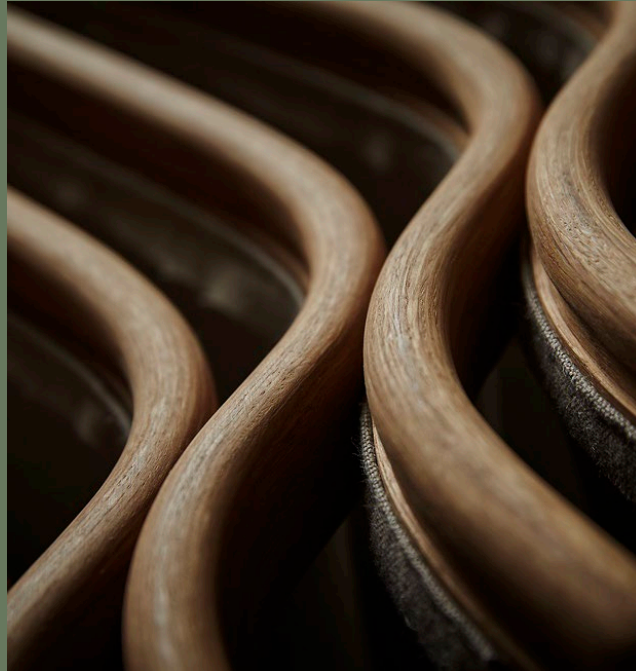


Material – Polyurethan foam (cold foam)

- Molded 55- kilogram polyurethan foam
- In some cases 35- kilogram polyurethan foam
- Good stability, high comfort andn long-term durability
- Embeddes details made of wood or metal are cast into the foam during molding
- Supplier certified according to ISO 9001 and 14001

Material – Wood

- Mostly molded parts, but also solid pieces
- Mold pressing: 5 -12 veneer sheets are glued together and shaped under 450 kg pressure, heat and microwaves
- Processing is done using CNC machines, followed by sanding and lacquering
- High strength, quality and finish





Småland –inspired environmental focus

- Environmental goals are reviewed and updated annually
- FSC certified
- Wood in compliance with the EU Timber Regulation and EUDR
- Recyclable aluminium
- Leather meeting high environment and animal welfare standards
- Packaging contains 75 % recycled material
- Finished armchairs and stools are packed and protected in 100 % recycled bags
- Transport is coordinated with focus on load efficiency
- All suppliers comply with legal requirements regarding environmental and workplace standards

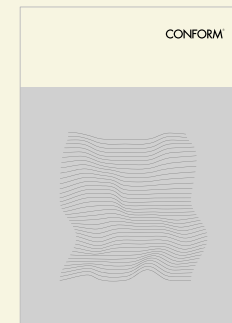


Sales support

Sales support and marketing
– inside and outside the store



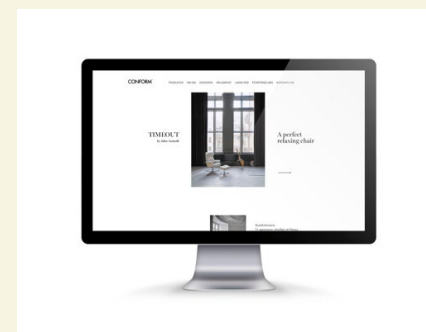
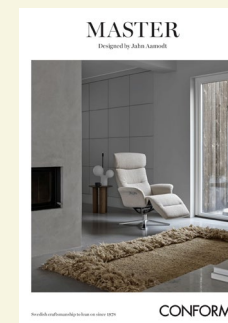
Ads



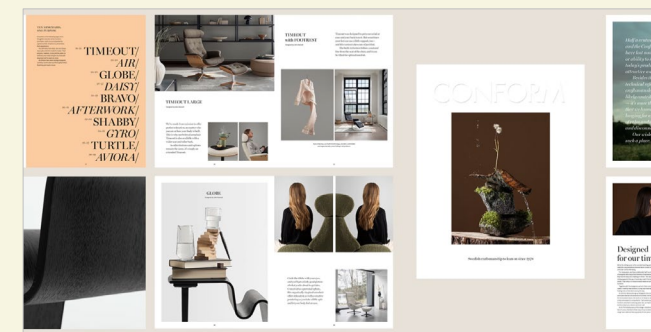
Pricelist



Folders



www.conform.se



Catalogue

Instore communication

Conform in numbers

Founded	1978
Manufacturing space	2.500 sqm
Warehousing space	800 sqm
Turnover	appr. 400 MSEK
Employees	40 people (+40 in MTI)

Facilities	Holsbybrunn Sweden: development, tailoring, assembly, sales, marketing, administration MTI: tailoring, assembly
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Associate companies	Furninova AB, Brafab, Affari
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