

PRESS RELEASE

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ERY of Dietiker: The bench with a sense of style and functionality

This bench goes through fire for you

The 142 year old company Dietiker launches ERY, a lightweight and durable bench for indoors and outdoors. The design piece was developed by Swiss designer Andreas Saxer. The material – aluminium – meets the requirements of "non-combustible for escape routes in public places." The name is inspired by the word "Air", playing with the delicate aspect of the bench.

The development of ERY stretched over four years – a long time in the furniture industry, to create a technical masterpiece. The construction is made of aluminium, fireproof in black and silver colours. The seating system is extremely versatile and allows a seamless transition from indoor to outdoor usage. Without the need for a central foot, the two or 3 seater bench looks particularly light, yet it is very durable. The system plays with symmetries, based on a clear construction. With ERY the 40-year-old industrial designer Andreas Saxer created the right product for Dietiker as a seating concept, which stands for long-lasting use, for quality and for the right balance between engineering and design. A design that contributes to ecological and economic aspects as well as to the resource cycle.

The young CEO Nathalie Felber that has brought since she stepped in as CEO in 2011 a breath of fresh air into the Swiss market leading company for high-quality seating solutions, points to the Dietiker philosophy "The details make the difference." Therefore ERY, a piece of furniture with high technical requirements, which is also meets the fire regulations, is at the same time something like a work of art. "I can think of the ERY well in an airport, a school, a museum, a park, but also at home, you can imagine it placed under a picture in the corridor," says Nathalie Felber.

ERY is made of aluminium (fire protection class A) and available in two seat lengths (1.2m or 1.8m length), the seat sections in the versions natural aluminium or black, with optional floor fixing.

Dietiker was founded in 1873 and is the oldest chair manufacturer in Switzerland. The launch of Willy Guhl chair the late '50s revolutionized the furniture industry, followed by Rey, the first chair in the seventies with a unique patent for its screw less wooden-metal connection which has been sold worldwide more than one million pieces. Since 2011 Nathalie Felber, daughter of the visionary Urs Felber, runs the company is located in Stein am Rhein and employs 150 people. The company develops and produces high engineered products for a wide range of solutions for cafeterias and seminar rooms in health care, gastronomy, hotel, offices, education and public institutions.

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