

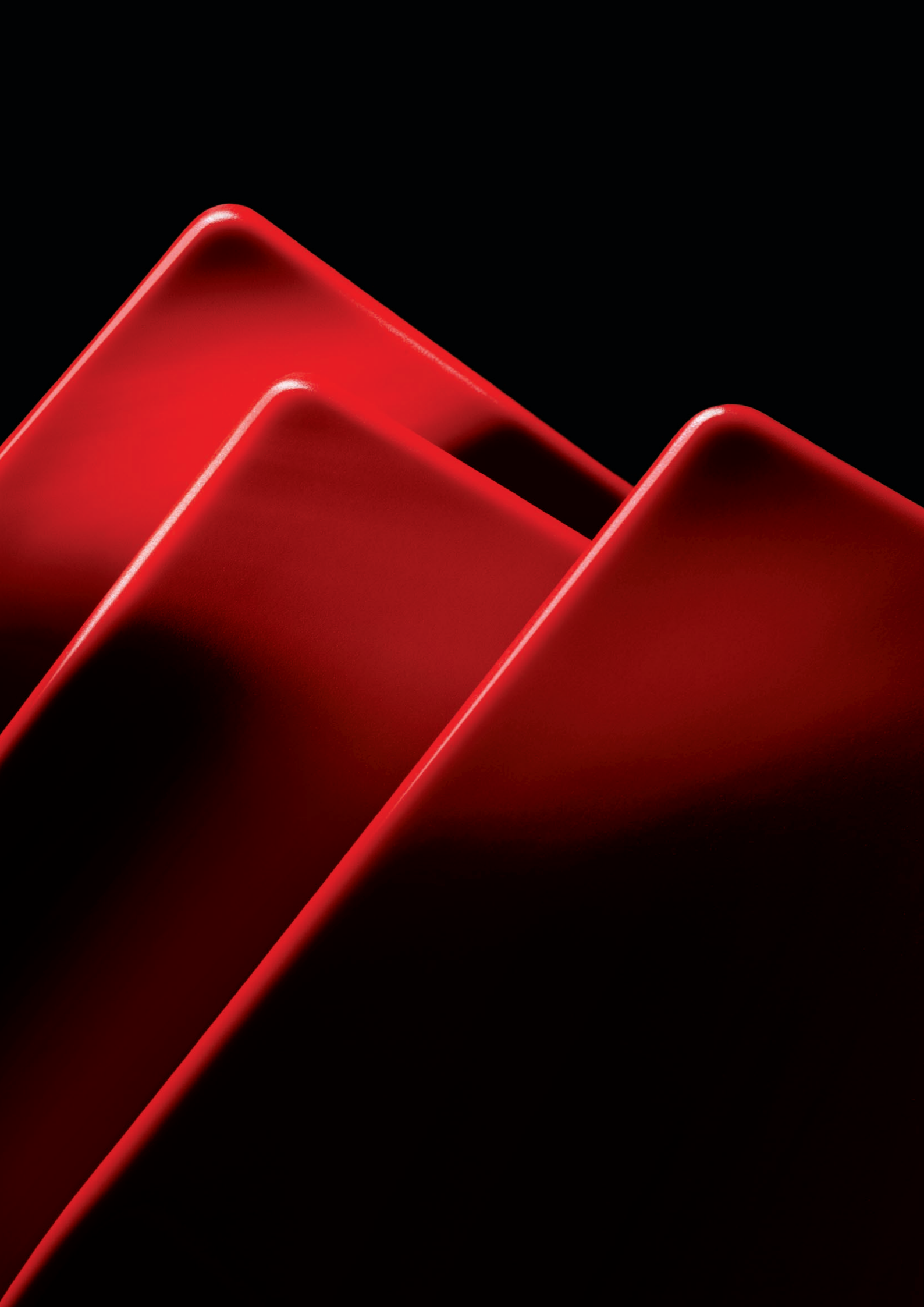
How you sit determines
how you work. Good
office chairs are the basis
for successful work.

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Concept/Design: Spillmann/Felser/Leo Burnett, Zurich
Photos: David Willen, Markus Weber

Designed to work.

giroflex



A Swiss success story

For more than 100 years we have been devoting all our energy to the development of perfect chairs. Thanks to our numerous pioneering achievements during this time, we have established this successful Swiss brand around the world.

Our history begins back in 1872 with the establishment of a simple chair factory by Albert Stoll I in Koblenz, Switzerland. Our company began by producing bentwood chairs for cafés, hotels and businesses. Way back in 1919, we began specializing in office chairs. The invention in 1928 of the first "Federeh" ("Spring swivel") chair, patented worldwide, was a milestone – it is also the basis for our name today, Giroflex – swivel and flex.

This groundbreaking achievement has confirmed our belief in our philosophy: «Only those who understand the difference between the living and the purely mechanical will be able to create the designs of the future.» This maxim has been behind the origin of every Giroflex chair for more than 100 years. The fact that an office worker spends approx. 80,000 hours of his life sitting down makes it clear just how important it is to have an ergonomically designed office chair. This is why we give consideration to the human body and ergonomics at the start of every product development process, as this allows us to create the foundation for anatomically correct and healthy sitting.

This quality is also the basis of our international success. We are present with more than 30 partners as production facilities, branch offices or licensees, with countless sales partners and retail outlets carrying our products around the world. We place tremendous importance on our Swiss roots. Our main production locations and the centre for research and development have been located in Koblenz ever since the establishment of the company.

Thanks to the fact that we develop and manufacture our products in house fully, we are able to maintain an uncompromising focus on quality. We manufacture our chairs using a combination of traditional craftsmanship and state-of-the-art production technology, all in line with our rigorous standards with regard to ergonomics, ecology, economy and design. We are proud of the fact that we have thus written an important chapter of Swiss company history – and that we are continuing in the same vein.



Ergonomics

Just sitting is easy. Sitting correctly, on the other hand, is a science. This is why we work with renowned scientists to set ergonomic standards.

Since 1962 we have been researching the continuously changing needs of people at their place of work. We are doing this in cooperation with recognized ergonomists and medical experts from universities and technical colleges both within Switzerland and abroad. The result: ergonomic standards for office chairs with an outstanding record of success around the world.

Sitting has long been one of the most fundamental activities of people. However, since the dawn of the information age, people are spending longer and longer periods sitting, even though movement is the primary requirement for a healthy body. In addition, the activities performed in modern offices are continuously increasing in complexity. This means that a chair needs to be able to fulfil numerous demanding criteria. First and foremost, an office chair must offer optimum support for the healthiest form of sitting: sitting in motion.

Over a long period, always maintaining the same posture while carrying out the same monotonous movements may damage the body and can result in muscle cramps and tension. Healthy sitting can prevent this. The key lies in dynamic sitting which means the continuous change of one's sitting position. Thanks to their clever ergonomic features, intelligent technology and individual adjustment possibilities, Giroflex chairs are able to support the person sitting in every movement and every position, creating a synthesis of person and chair. This harmonious interplay creates a feeling of well-being and increases performance.



State-of-the-art craftsmanship

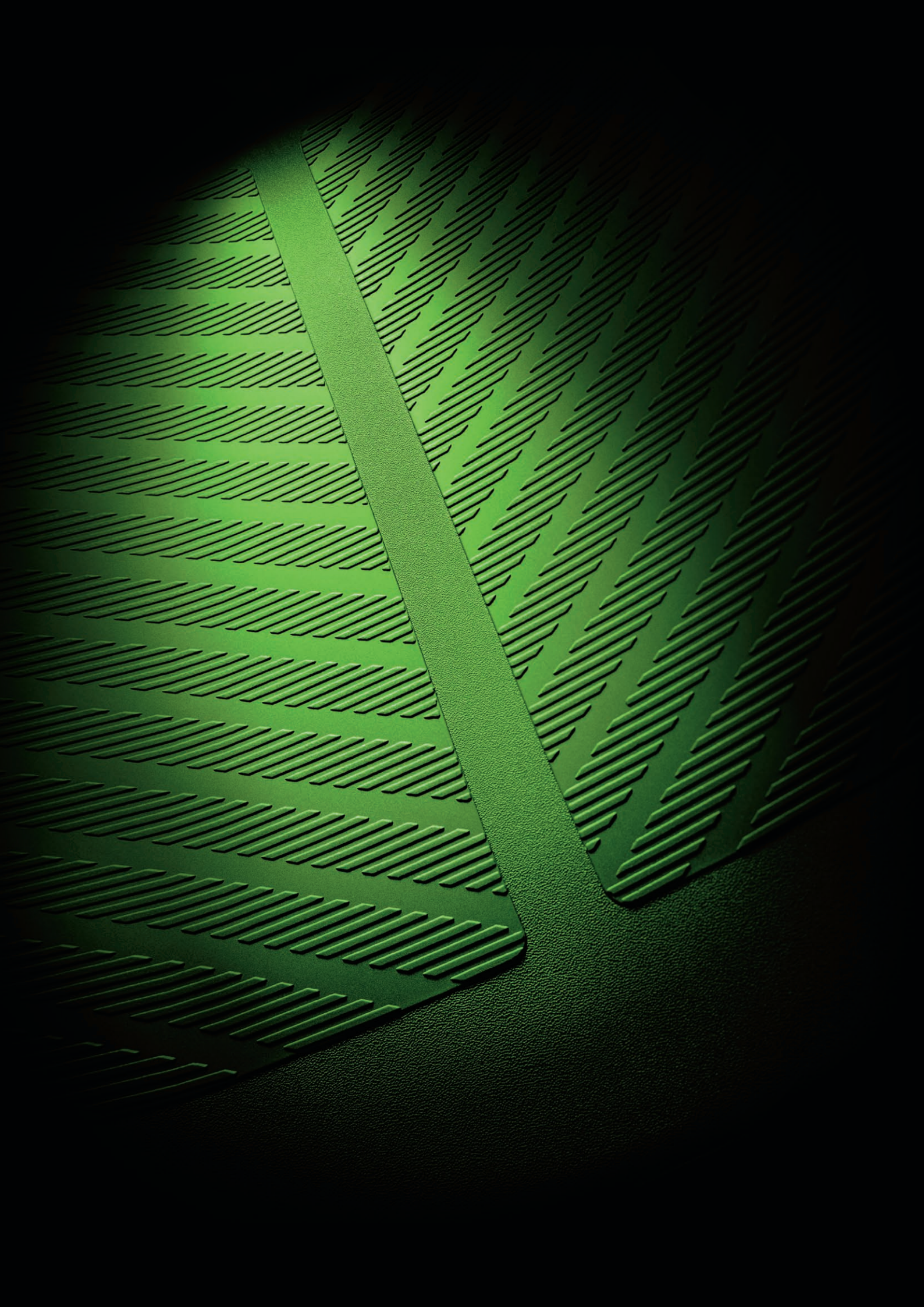
Chairs are our passion. We are proud of the fact that we produce our seating furniture using a perfect synthesis of craftsmanship and state-of-the-art production technology.

We perform most of the development and manufacturing of our chairs at our headquarters in Koblenz, Switzerland. By concentrating all our development and production processes at a single location – from state-of-the-art CAD to the final product - we are able to guarantee top quality. This also means that we are able to monitor the work steps and materials at any time while taking advantage of the extensive expertise of our research and development department.

In our company we are able to perfectly combine the human touch with high technology. For example, computer-controlled cutting machines are used to cut leather which is then carefully hand-stitched. This is but one of many steps in the production process which we perform by hand. In combination with the latest production technologies, this gives rise to our proven precision craftsmanship.

We promote the continuous training and further education of our workforce in order to ensure that this functions perfectly. We are also concerned with training the next generation, for qualified employees are our most important asset. As a Giroflex customer you benefit from our certified modern management system which encompasses all of the company's quality, environmental and safety aspects.

The quality of our chairs is examined right down to the smallest detail. Our quality management system has been ISO 9001 certified since 1993, guaranteeing continuously high standards of quality. Our many years of experience, uncompromising focus on quality and passion for seating furniture make us the ultimate office chair experts. And we guarantee the quality of our work with comprehensive warranty services for all our products.



The environment

We have also done pioneering work in the field of ecology. At Giroflex, sustainability begins right from the choice of materials – this allows us to guarantee environmentally friendly production while also ensuring the longevity of our products.

Nature is very important to us, which is why the principle of sustainability is important for the entire production process, from the development of the design and careful use of resources and materials to reducing the volume of packaging. We also act in accordance with the principles of ecological design, for we are convinced that design is not only an act of creation, but is also part of the cycle of becoming and being. Right from the time the initial concept of a chair is defined, our engineers take these points into consideration while complying with our stringent functional and visual standards.

We only use environmentally friendly technologies in all our product steps. This allows the various materials used in the finished products to be easily separated for recycling. Components such as steel, aluminium, plastic etc. are suitable for separate recycling, allowing them to be integrated into new manufacturing processes. We only use upholstery materials which are 100% CFC-free.

Our company has been ISO 14001 certified since 2003, ensuring that we maintain continuously high ecological standards. This also includes dealing responsibly with resources – the longer a product's lifecycle is, the better. If a wear and tear part does need to be replaced, our customer service takes care of it quickly and efficiently. As an additional service, Giroflex is also able to take back all old chairs in order to ensure their proper environmentally friendly recycling.



designed by Walser Design

giroflex 64

The giroflex 64 has established itself as a classic among office chairs, with well over one million units already having been sold. The popularity of this best-selling chair is no coincidence, as it unifies the ultimate in ergonomics and design.



The giroflex 64 adapts perfectly to any individual. Its scientifically proven ergonomics, wealth of individual adjustment possibilities and high level of comfort exemplifies its outstanding quality. This swivel chair is perfect for active sitting, for in the 21st century sitting is no longer static but dynamic.



designed by Paolo Fancelli

giroflex 646

The new giroflex 646 is a further developed version of the bestselling giroflex 64 which combines outstanding ergonomics with elegant modern design.



The giroflex 646 captivates with its modern styling. Its sleek elegance means that it can be easily integrated into any room concept. Its two-zone seat profile is but one example of its state-of-the-art ergonomics. The chair's clever technology and outstanding comfort make active sitting a pleasure.







designed by Paolo Fancelli

giroflex 757

Avant-garde in aesthetics, technology and ergonomics: The giroflex 757 is a winner with its pioneering design and excellent seating comfort.



The giroflex 757 unites elegance with state-of-the-art technology. Its ergonomics are based on the latest scientific findings and were developed in close cooperation with the ETH Zurich. With its innovative sequence of movements, the giroflex 757 marks the beginning of a new generation of chairs. Adjustable lumbar air cushions in the back and the control elements integrated into the armrests offer outstanding comfort. Its organic shapes offer a pleasant contrast which softens the predominant straight lines of an office environment.







designed by Paolo Fancelli

giroflex 757

Exclusive design meets the ultimate in comfort:
the giroflex 757 is perfect for any situation.



With its exclusive styling and harmonious contours, the giroflex 757 visitor's chair is certain to take centre stage. The shell has been designed to follow the shape of the body, providing the ultimate in seating comfort and offering an attractive addition to offices, lounges or private rooms. Whether with or without armrests, with a cantilever base, five-arm base or X-skid base, the giroflex 757 allows you to remain true to your style.







designed by Votteler & Votteler

giroflex 81

Anyone who sits down on a giroflex 81 is always in the perfect position. This ingenious multifunctional chair adapts perfectly to your working rhythm.



Regardless of whether you are working on something which requires your full concentration or are simply taking a break – the giroflex 81 always provides you with the best support. This is guaranteed by intelligent technology and a great deal of Swiss craftsmanship: 5.5 m² of the finest leather, 434 individual parts, more than 100,000 down feathers and clever mechanisms which function with clockwork precision.



designed by greutmann bolzern

giroflex 434

Simple – in every respect: The giroflex 434 is easy to use, extremely robust and fits perfectly within any room – whether it be at home or in the office.



The giroflex 434 appeals thanks to the strength of its fundamentals. Its modern, functional design is setting new trends: ease of operation, high sitting comfort and robust construction guarantee long-lasting sitting pleasure.



designed by Paolo Fancelli

giroflex 68

The giroflex 68 is a synthesis of innovative design, perfect functionality and uncompromising adaptability.



With the giroflex 68 you will always keep your composure, no matter what the situation. The seat's ergonomics have been developed in conjunction with the latest scientific findings, allowing it to offer you proper support in any seating position. This means that even hard work can be relaxing for your body. The giroflex 68 also allows for the expression of your individual taste, as it is available with either a mesh or upholstered back.







designed by Dózsa-Farkas Design Team

giroflex 16

The lightness of being – be it in the office,
conference room or the waiting area:

The cantilevered giroflex 16 shines as a result
of its sleek elegance and excellent versatility.



The Giroflex 16 is both a cornerstone of and a complement to your personal room concept. It can be easily integrated into any surroundings, while its sleek styling exudes lightness and elegance – and when it comes to seating comfort, this all-rounder tolerates no compromises.



designed by Animos+Partner

giroflex 33

The giroflex 33 unites filigree design, sophisticated technology, minimalist use of materials and healthy sitting comfort.



The knowledge gleaned from ergonomic research is reflected in the functionality and minimal design by Animos+Partner. The well conceived technology of the giroflex 33 guarantees uncompromised sitting comfort and first class handling. The comfortable swivel armchair is available in a multitude of variants and colours, with or without armrests, with standard or comfort upholstery, with low or high backrest and many other options.



designed by Paolo Fancelli

giroflex 21

The clear styling and unmistakable design make the giroflex 21 a truly unique armchair.



The giroflex 21 gives quality sitting a whole new meaning. The seat glide function and the spring-loaded column (360° rotation range) create a relaxed atmosphere in the lounge, conference room, office or the home. The clear lines of its design are the embodiment of unassuming exclusivity, offering you the room you need to think, relax and simply be.







designed by Mart Hürlimann, Francesco Catarci

giroflex 18

The giroflex 18 combines dynamism and comfort in a manner of its own. Its unmistakable design will always make it an optical highlight.



The rounded lines of the giroflex 18 combine dynamism with elegance. Whether it be in waiting areas, offices, conference rooms or museums – its characteristic design sets a fresh accent. The ingenious four-leg design with integrated relax technology guarantees maximum seating comfort.





The chairs from Giroflex.



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