

# ***giroflex*** edition 1



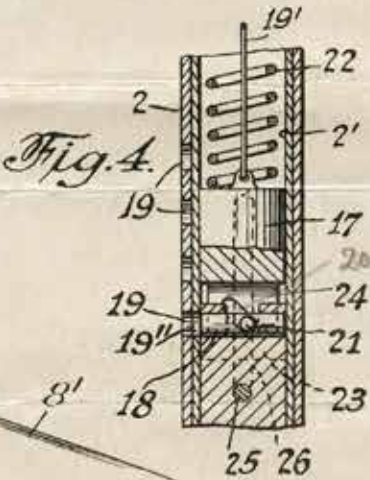
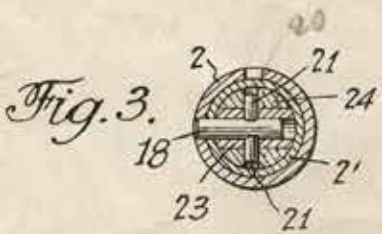
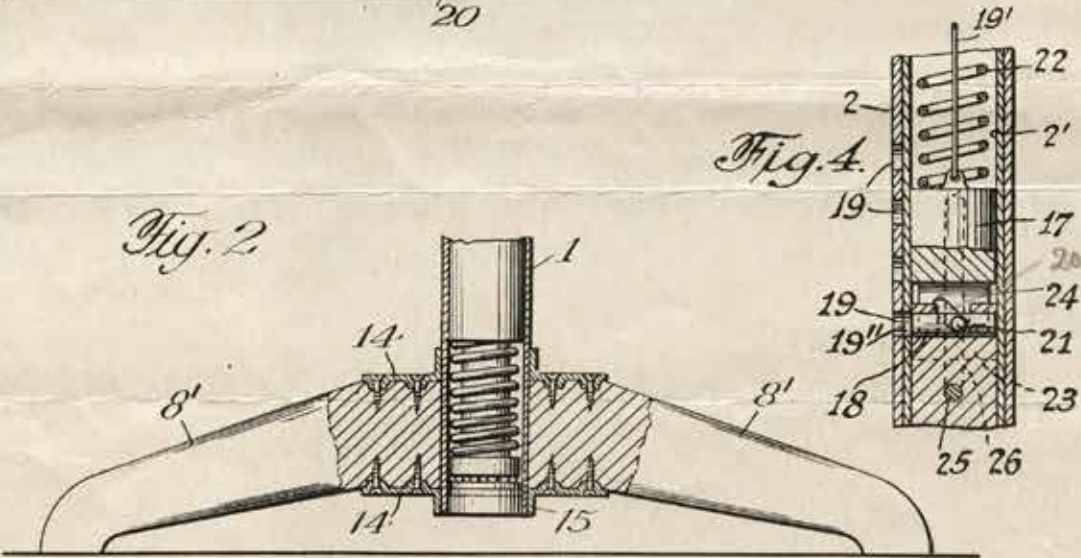
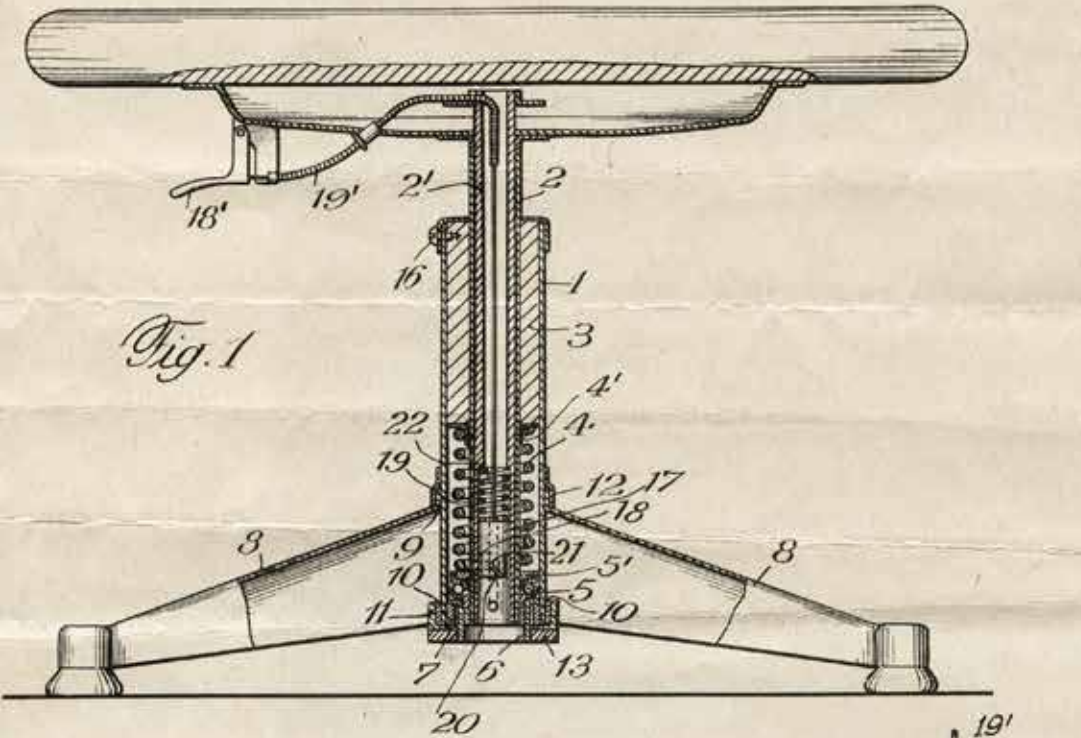
Because we love what we do.



Nov. 28, 1933.

A. STOLL  
PEDESTAL FOR ARTICLES OF FURNITURE, SUCH AS  
MOUNTED CHAIRS, TABLES, AND THE LIKE  
Filed Feb. 18, 1932

1,937,254

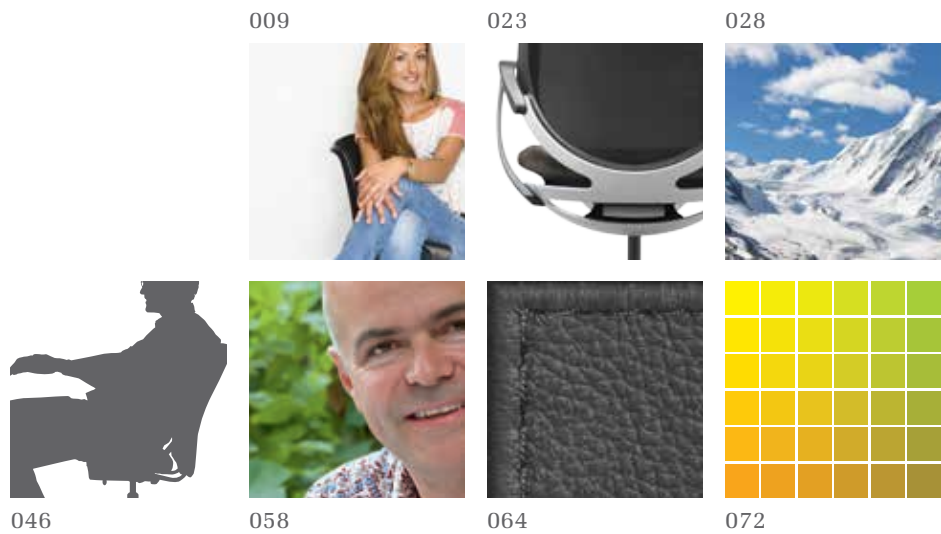


*Inventor:*  
*Albert Stoll,*  
*By Sommer & Young*  
*Attys.*



Stoll Giroflex  
Koblenz – Switzerland  
since 1872

# Contents



Editorial .....	007
Because we love what we do .....	009
giroflex 313 .....	023
Of chairs and of mountains .....	028
Sustainable Swissness with a system .....	039
giroflex 353 .....	043
giroflex 656 .....	044
On the trail of a changeable concept .....	046
Giroflex Work .....	050
Giroflex Meet and Visit .....	054
Functionality at its finest .....	058
Red Dot Awards .....	062
A product with a dignity all its own .....	064
giroflex 434 .....	069
giroflex 64 and 646 .....	070
giroflex 68 .....	071
A world in colour .....	072
giroflex 545 .....	078

ClimatePartner<sup>o</sup>  
climate neutral



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# Editorial

Dear Readers,

Giroflex has specialised in the subject of active and healthy sitting since 1872. The seating furniture we produce in Switzerland is used all over the globe. In fact, in some countries “giroflex” is a common term for an office chair. Yet Giroflex is more than that.

We hope that we can help you get to know our company better with this giroflex-edition 1 magazine. We want to show you what sets us apart, and what we do. A series of pictures offers you insight into our operations in Koblenz, providing you with a bird’s-eye view when we make the climb to the Monte Rosa Hut carrying a giroflex 353 swivel chair as an expression of our commitment to sustainable enterprise.

Among other things, we will also introduce you to the new giroflex 313, the first fully automatic work and conference chair. It is our response to modern work forms and their overriding drive towards greater flexibility.

Then you will be able to find out lots of interesting information on design, seating comfort, leather and the use of colour. They are our “bridges” to you, as here you can see and experience our wealth of expertise, and also get to know us. Our product overview shows you just how many ways we do this. You will find more information on this and our specialist dealers near you on our revamped giroflex.com website.

Giroflex boasts more than 140 years of experience in healthy sitting. Our enthusiasm for this field is stronger than ever, and we will continue to do everything we can to ensure that you are able to enjoy optimum sitting.

Kind regards,

Silke Fischer  
Head of Marketing  
Communications





# Because we love what we do.

By René Walpen, CEO Stoll Giroflex AG

A company that focuses on a single topic for generations is either very stubborn, very boring or extremely passionate about what it does. At Giroflex, it is passion, interspersed with a pinch of stubbornness: a passion for chairs as such, and a constant focus on the needs and welfare of people who work sitting down. This and the absolute will to produce economically successfully and ecologically soundly from within Switzerland for the world market shape our company and the decisions we make. In doing so, at every level and in every area we can rely on dedicated employees. The photos for this article impressively illustrate this too. Whether in engineering, product management, strategic management or production and manufactory: every single one of us has giroflex seating furniture and its users at heart. We see our work as a contribution to an ergonomically designed, healthier working environment.

Giroflex is committed to the values of quality, innovation, Swissness, ergonomics and sustainability. They serve us as guidelines in the focus of our organization and are made tangible in our seating furniture. Our employees constantly breathe meaning and life into them. That's the one side. The combination of state-of-the-art manufacturing technology and meticulous manual craftsmanship is the other. We have our processes firmly under control. The procedures are focused,

*continued on page 012 →*







Because we love what we do.

→ from page 009

lean and designed for maximum effectiveness. As a result we have developed a leading position in Switzerland as a manufacturer of high quality office seating furniture. We are in demand worldwide and have production facilities, branch offices, sales partners and licensees around the globe.

**Where the ideas come from**

Inspiration for new chairs or changes to existing models come from everywhere. Feedback from users and our specialist dealers is particularly useful. We also get important input from our service staff. They see up close how our seating furniture behaves under different loads and bring these snapshots of everyday life back to the development department.

When a new chair is to be developed the decision to do so is made some years before its launch. It is thus essential that we always keep up to speed with developments in the office sector. Work forms, workplace design

and changes in work routines influence the desired solutions. During the development of a new model a pioneering spirit can be felt throughout our offices, our production and workshops in Koblenz. Market analysis, design discussions, development and prototyping may be secret. The energy they radiate, however, is picked up by everyone in the company. The fascination of the new then mixes with our striving for perfect seating furniture.

**The thrill of pioneering achievements and the joy of innovation**

giroflex innovations come from our development department. They are developed in-house or in cooperation with partners from science and research and integrated into the giroflex chairs, always with an eye to the needs of our customers worldwide. The list of innovations and patents is long. Giroflex revolutionized the office chair for the first time in 1926 with the spring swivel chair. Its basic principles – turning and flexible yielding – are valid

continued on page 021 →



















Because we love  
what we do.

→ from page 012

to this day. The dual-zone seat profile, introduced by Giroflex in the 2000s, has now become established as standard. The synchronized mechanisms are also top Giroflex engineering. Each generation has gained in functionality, and since 2014 a synchronized mechanism with fully automatic adaptation to body weight has been available for the first time. It marks the beginning of a new age for ease of use. Of course not everything we have done has been crowned with success. But in all cases and for all of us: headwinds lift you up.

**With head, heart and  
hand to create the difference  
you can feel**

In principle, every giroflex chair is unique. During its creation it deserves full attention and care with every move we make. Despite the use of state-of-the-art manufacturing technologies, many steps are still done by hand. The commitment to impeccable work and the love of manual craftsmanship in the manufactory are thus particularly evident. A seam in the wrong place, slipshod upholstery or an insufficiently tensioned mesh back – and it's all over with the giroflex seating

comfort so important for healthy sitting. A colleague from the cutting workshop has expressed her commitment to consistently high quality in a nutshell: «The cut makes all the difference, in fashion and with us. That's why it is so important to be totally familiar with the essence of a chair. If we don't do first class work here, first our customers feel it – and in the end, so do we.»

**By people  
for people**

Chairs are all about people. People are the reason for chairs. And people are also the environment of the chair. Based on these three fundamental convictions, both as individuals and as a company, we create our personal and collective contribution to society: dynamic, active and healthy sitting.





[www.facebook.com/giroflexschweiz](https://www.facebook.com/giroflexschweiz)

# 313



## Focusing on the essentials.

The giroflex 313 swivel chair is Giroflex's response to increasingly less structured work forms. Mobility, flexibility and simplicity distinguish it, coupled with maximum comfort and sophisticated ergonomics. Its totally reduced concept consists of just four components. All of its functions are integrated in these. The chair is complemented by a conference chair, based on the same platform.

The giroflex 313 offers automatic comfort. The Balance Move system was developed specifically to this end. The interaction of seat, backrest and body weight provides the perfect back tilt resistance. Only the seat height and the locked upright position are adjusted manually. An immense gain in comfort when several people share a chair.

*continued on page 024 →*



# 313

Focusing on the essentials.

→ from page 023

The leitmotif of the giroflex 313 design is the ball. As the only unrestricted rotating body it remains highly elegant in movement. The occupant sits at the centre of this strong geometry. Seat, backrest and armrests are orientated towards him.

The established giroflex seat geometry is part of the design and guarantees healthy, ergonomic sitting from the first moment on.

The ergonomically designed chair back is available in spacer fabric and upholstery. Textile upholstery fabrics and leathers are available for the seat.

The giroflex 313 chairs satisfy the guidelines of the «Cradle to Cradle» label. This upholds the most stringent ecological and sustainability criteria for everything from the materials and production methods used right through to the product's final disposal.



## Innovation

The Balance Move system is used for the first time in the giroflex 313. The load of the user's body weight is redirected to the appropriate back tilt resistance. This happens completely automatically. Manipulations are required only for the height and for locking the backrest in place. A new milestone in ease of use has thus been reached.

The giroflex 313 overcomes even more limits. Based on the same platform, it is suitable as an office and conference chair.



designed by Paolo Fancelli



giroflex Swissness





# Of chairs and of mountains

By Silke Fischer, Head of Marketing Communications,  
Stoll Giroflex AG

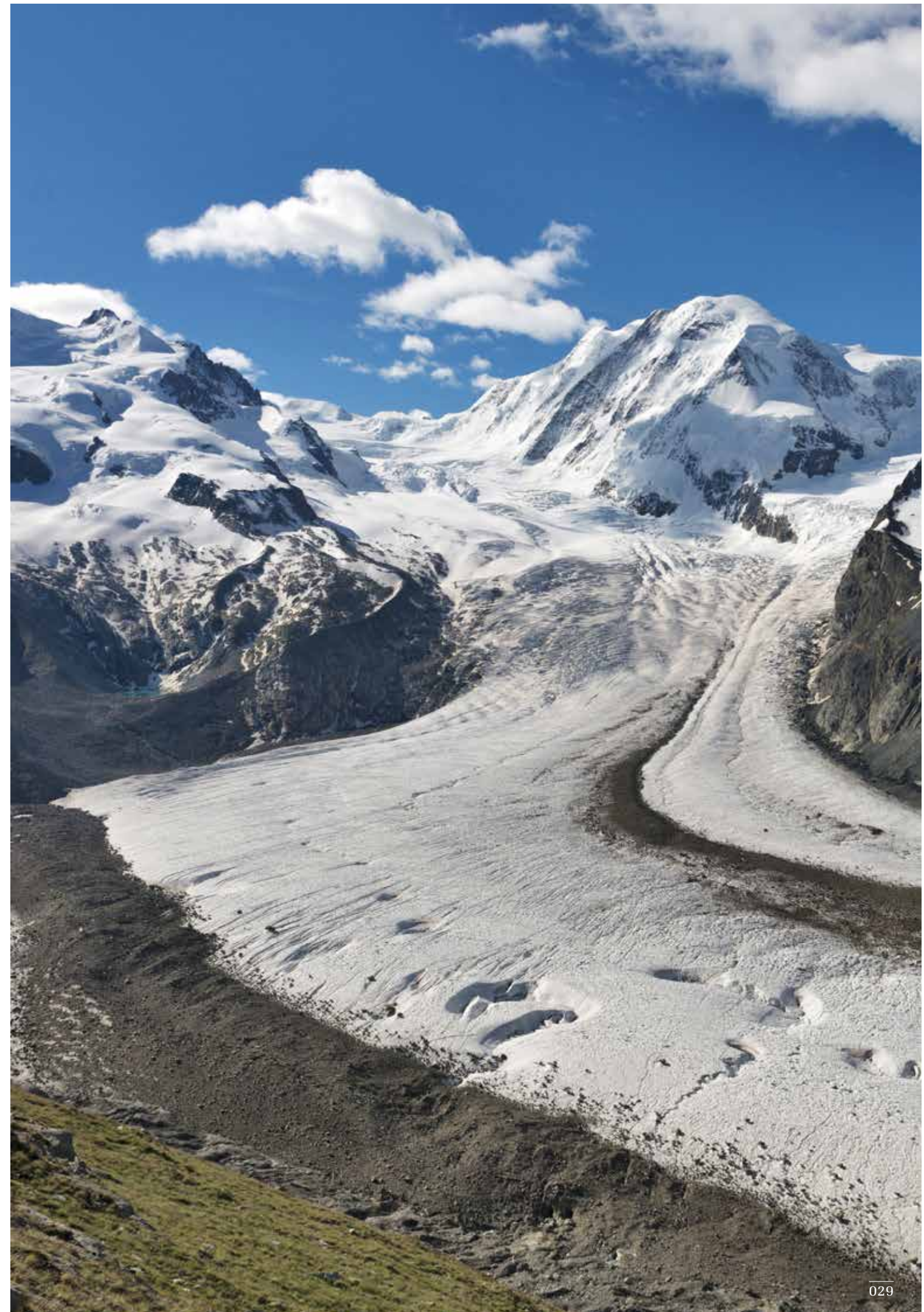
On a weekend in July, René Walpen, Chief Executive Officer of Stoll Giroflex AG and passionate mountain hiker, carries a giroflex swivel chair up to the Monte Rosa Hut. He is accompanied by photographer Jürg Kaufmann and the author. Guide Xavier Fournier ensures safety even in difficult sections. Why does a CEO do something like that? Because, in his own words, this action fills him with pride, and on behalf of his company he can point the way to a future in which sustainable products are no longer exceptions, but the rule.

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Giroflex is a Swiss company. Switzerland is good ground for entrepreneurial initiatives, the network of companies is correspondingly dense. Among them are a few competitors of course. That's great, competition is good for business. The diversity of the competition means Giroflex has to position itself uniquely too. Fortunately, we know exactly what makes us unique: we are the only company in our market segment producing seating in Switzerland continuously since 1872. No one else can make that claim. In conjunction with its other qualities this makes Giroflex the ideal representative of «Swissness», pragmatic, committed and beyond all clichés.

On the hunt for strong, evocative images to express our corporate value of «Swissness» we roamed the entire country. We see our reflection in the internationality of Geneva. We fit in with the uniqueness of customs and traditions. We feel at home in the

*continued on page 031 →*







### **A rock crystal made in Switzerland**

The SAC Monte Rosa Hut is one of fifty projects for the 150th anniversary of the ETH Zurich. It was developed as an interdisciplinary project. The result is an outstanding piece of architecture with integrated solutions for energy and water management. The sustainable building largely covers its own energy needs. In addition, current issues related to supply and disposal have also been handled in an exemplary manner. Supported by patrons and sponsors, the Monte Rosa Hut was opened in September 2009 and has since been an inspiration as a milestone for taking the best of Swiss qualities into the 21st century.

Of chairs and of mountains

→ from page 028

research stronghold of Basel and relate to the complexity of government work in Bern. Everything is somehow right, but still the «Eureka» is missing. It only clicks – and then it's immediate – at the Monte Rosa Hut.

The Monte Rosa Hut, built at the initiative of the ETH Zurich and the Swiss Alpine Club SAC, could not be more Swiss. It is very modern, almost completely self-sufficient, a laboratory for smart sustainable technologies. It explores architectural limits and provides mountaineers with an unusually high level of comfort. It stands in the middle of an unspoilt landscape, surrounded by the highest peaks of the Alps and nestled in a spectacular glacial landscape. The longer we look at the hut, the more we are convinced by it. With its Swissness at the highest level it is our «perfect match».

After all organizational and legal issues have been resolved, nothing can stop us. Since we at Giroflex work according to strict sustainability criteria ourselves, we decide to take our newest chair model up the mountain the traditional way. In other words: we go on foot and we carry it! Ourselves! The equipment! The chair! Up!

continued on page 033 →





## Of chairs and of mountains

→ from page 031



We enjoy the last evening before the «workout on the mountain» in the Walliser Hof Hotel in Zermatt. The night is short. Will it all work out? Will the weather play along? Will we get the pictures we are hoping for? Too many questions for a good night's sleep. Then it is daybreak. At the crack of dawn we get ready, the guide is already waiting.

We are in luck. The weather is kind to us. The temperatures are pleasant, not too hot and not too cold. We make good progress. René Walpen calmly carries his giroflex chair. You can tell he is at home in the high alpine terrain. On the way Xavier tells us lots of interesting things about the flora and fauna of the area.

As we cross the Gorner Glacier roped together, the guide delights us with fascinating information about the glacial landscape. The Gorner Glacier itself is one of the longest glaciers in the Alps. It has unimaginable dimensions. When you add in all the tributary glaciers as well, its total area amounts to 68 km<sup>2</sup>. At the tongue of the glacier, located at about 2,200 metres above sea level, glacial lakes form from

meltwater. They are the largest of their kind in the Alps. Unfortunately, the lakes are at risk because of global warming and the Gorner Glacier is also retreating. For once we see the effects of climate change with your own eyes. There is something frightening about it. Now we have one good reason more for our company to make a contribution to a sustainable economy.

Some time and a steep climb later we stand in amazement before an architectural marvel in the middle of nowhere. We have reached the Monte Rosa Hut. When you see the «rock crystal» – that's what the locals call the hut because of its unusual shape and the shimmering silver aluminium shell – for the first time it literally takes your breath away. And not just because of the breathtaking panoramic view of the highest peaks in the Alps. And also not because at around 2,900 metres above sea level you have to expect a certain shortness of breath. No, above all because everyone who comes here intuitively recognizes that he not only has an exclusive hut in front of him, but that here a piece of Swiss history has been built.

continued on page 037 →











Of chairs and of mountains

→ from page 031

But we have no time to rest. Only for a short refreshment break. For with our arrival in the hut our work is only beginning. Now we have to really set the scene for our chair. Fortunately that is not a major problem in this majestic environment. We even find a suitable glacier table nearby.

Meanwhile the wind has picked up. The work is not quite so easy any more. We could do with an extra pair of hands to fix the tripods and reflectors in place. Well, we knew that the excursion was not going to be a walk in the park. The light is not quite ideal, Jürg has to improvise. But then the images are in the can. Next morning there is still time for the photos inside. The vivid colours of the high quality textile covers look really good in front of the Valais spruce interior. The chairs look as if they had been

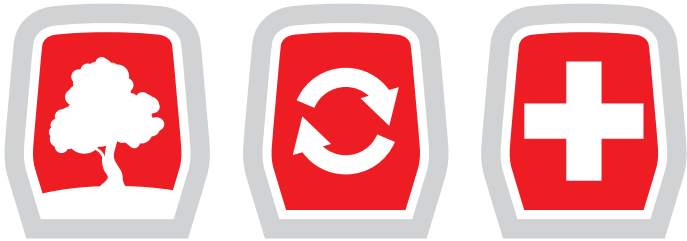
made for the hut. And for this reason they are staying up there – so not only the guests are comfortable here, but the staff can also sit healthily and actively while doing their office work.

Thanks

Our thanks go to Caroline Ogi from the Walliser Hof in Zermatt, Peter Planche from the SAC Monte Rosa Section, the ETH Zurich, the Swiss Federal Railways SBB and the Gornergrat railway, and the team of the Monte Rosa Hut. Their support and goodwill have made our idea a reality.



# Sustainable Swissness with a system



Since 1872 Giroflex has been working in Switzerland. The specialist knowledge, experience and competence of the qualified personnel are concentrated in Koblenz. Close procurement sources confirm solidarity with the environment and promote the diversity of the regional economy.

The combination of state-of-the-art manufacturing technology and meticulous work done by hand ensures the greatest precision in implementation. The high degree of vertical integration and our own research and development allow uncompromising realization of our high quality standards.

The economical use of resources has a long tradition at Giroflex.

Modern production and consumption-optimized processes mean massive savings in CO<sub>2</sub>, water, electricity and gas. Short distances reflect positively in fuel consumption.

Giroflex consistently uses low-emission materials and raw materials. Lacquers and glues are solvent-free, foams are CFC-free. High quality plastics are provided by the company's own plastic injection factory in Koblenz.

Longevity is a further ecological advantage of the Giroflex series. giroflex seating furniture is designed for many years of intensive use. The long-term availability of spare parts is guaranteed. Repairs, cleaning and care are performed

*continued on page 040 →*



sustainable  
Swissness with  
a system

→ from page 039



by qualified service professionals on-site or at the factory and further prolong the investment cycle.

The mono-material separation of parts is a duty Giroflex has gladly fulfilled since the 1980s. This keeps the quality of the valuable raw materials high and enables their reuse in premium products. In 1992 already, with the giroflex 32/33 the first practically 100 per cent recyclable office chair was launched. In 2001 the environmental management standard ISO 14001 was added to the ISO 9001 quality system.

In continuation of its long tradition, in 2010 Giroflex decided to adopt the «Cradle to Cradle» systematic approach of eco-effective action. Cradle to Cradle aims

to break through the dilemma of finite resources through complete recycling of materials at the end of the product life without a loss of quality. To this end raw materials are circulated in technical and biological cycles. Energy and material consumption are steadily reduced. Less wear and short distances also contribute to more environmentally friendly production. The comprehensive sustainability of the giroflex chair models since brought to market is confirmed by the Cradle to Cradle certificate.

On request, Giroflex supplies its products climate-neutral. CO<sub>2</sub>-compensation is handled by the Swiss non-profit foundation «MyClimate».

The Gorner Glacier system is Cradle to Cradle in its purest form.







353

#### Innovation

The giroflex 353 chair series has redefined the mobility of the back frame. It provides support during sideways movements and increases the overall feeling of comfort. The basis for this is provided by the sophisticated design in a plastic of medium stiffness and high strength. For models with a mesh back, the innovative multi-zone fabric in combination with the back shape delivers an additional supporting effect.

353



*designed by Paolo Fancelli*

## Clever perspectives that work for everyone.

The giroflex 353 swivel chair is the chair for the personal touch. For the first time the innovative Automatic Move mechanism provides comfort that adjusts itself automatically according to the body weight. This guarantees perfect back pressure in a point-synchronized sequence of movement. A conference and a visitor's chair complete this chair family, which creates a good atmosphere from single offices to project areas.

The ergonomically designed chair back is available in spacer fabric, stretched comfort fabric or classic upholstery. Thanks to the ideal back shape all versions provide optimum support. The comfortable ergonomic shape of the back and seat ensure lasting wellbeing.

The conspicuous circular shape in the back sets standards and thanks to its geometrical clarity fits in a range of spatial and architectural concepts. Diversity

in both colour and materials guarantee a high degree of customization.

The giroflex 353 chairs satisfy the guidelines of the «Cradle to Cradle» label. This upholds the most stringent ecological and sustainability criteria for everything from the materials and production methods used right through to the product's final disposal.



656



*designed by greutmann  
bolzern designstudio*

## The perfect synthesis of design and comfort.

The giroflex 656 swivel chair puts the focus on the individual. Diversity of backrest heights and seat widths as well as numerous feature options make it possible. With its timelessly clear styling, ease of use, maximum comfort and outstanding workmanship, the swivel chair's optimum flexibility is a delight. The giroflex 656 series also includes a conference and a visitor's chair.

The entire chair series impresses with excellent seating comfort, superior styling and quality materials. Calm and functional, it embodies the high standards of professionalism required in working life at a tangible level. Fundamental to the series is the layered structure of each model. This is the basic concept, aesthetic principle and sustainability programme in one.

The giroflex 656 chairs satisfy the guidelines of the «Cradle to Cradle» label. This upholds the most stringent ecological and sustainability criteria for everything from the materials and production methods used right through to the product's final disposal.

656

### Innovation

With their layered structure, giroflex 656 chairs reach entirely new levels in terms of sustainability. Thanks to this clever basic idea and its successful implementation in the design, the chair can be easily modified and upgraded, e.g. by using different armrest models. In addition, all parts can be replaced in no time. At the end of its life cycle the chair is then completely taken apart and recycled after mono-material separation. The whole series is designed to keep the parts in a closed technical cycle.

The giroflex 656 swivel chair was the first giroflex chair to receive the «Cradle to Cradle» certificate for its sustainability.





# On the trail of a changeable concept

Office chairs from Giroflex are known worldwide for their excellent seating comfort. It is the result of intensive study by the company of the needs of people who must remain seated for longer periods. Because for Giroflex healthy sitting is not just lip service, but a research field that constantly inspires innovations. Yet what does seating comfort really mean? Andreas Martens from the AEH Centre for Occupational Medicine, Ergonomics and Hygiene in Zurich provides insight into the scientific dimension of the concept, Stephan Pfeifer, Head of Product Management at Stoll Giroflex AG, talks about its implementation in practice.

—  
*Andreas Martens, Stephan Pfeifer: what is seating comfort?*

**Stephan Pfeifer (SP):** The basic prerequisite for seating comfort is an anatomically correct seat profile. Based on this, we distinguish between two perceptions: short-term comfort and long-term wellbeing, whereby for the subjective feeling of comfort, what you feel when you first sit down is generally decisive. As office chair specialists we need to find the right balance here.

**Andreas Martens (AM):** Before this question can be answered from a scientific perspective, we need to clarify what comfort is. Comfort is a construct that in principle can be described in two concepts. The one, that we also apply to the subject of seating comfort, combines comfort and discomfort with each other. With this concept, the feeling of comfort is obtained from the mixture of the two poles. In this case, the less discomfort is present, the more comfortable the product is perceived to be. For example: you buy a pair of shoes. The size is right, so that is comfortable, the insole is good, so that is also comfortable, but a seam presses directly onto your big toe. That doesn't bother you too much

when you're buying. But as soon as you stand in the shoes for a longer period of time, it hurts. If you now compare the comfortable with the uncomfortable properties, you will come to the conclusion that you have purchased an uncomfortable shoe.

—  
*So what does this mean for seating comfort?*

**AM:** With seating comfort it is also about the absence of disturbing factors. Anything that does not immediately give us a feeling of wellbeing when sitting, we perceive as disturbing. Such as a seat that is too long and prevents you leaning back, or if the height is not right. Today we also know that the pressure the skin is subjected to is an important criterion for comfort.

—  
*What do you mean by that?*

**AM:** Skin under pressure has poorer blood circulation, which can lead to damage. In the short term the skin can also handle greater degrees of pressure. But if the pressure continues, vessels carrying blood in the affected skin area are compressed. The blood circulation decreases, there is a

lack of oxygen and the body reacts with warning pressure pain. If we can move, we will then change our position and so relieve the compressed skin areas.

—  
*How does Giroflex take these medical factors into account?*

**SP:** We deal extensively with the subject of ergonomics and rely on proven and innovative methods in order to find the best solution in each case. For example, in the development phase of a chair already we measure the pressure conditions in the seat and back areas with seat pressure mats. From this we gain insights into the seat pressure distribution, which we then translate into an optimal contour.

—  
*Soft surfaces evoke less pressure pain. So soft chairs are more comfortable?*

**AM:** In the short term you can certainly see it that way. If you only sit down briefly, the forces are distributed better on a soft surface and we have less pressure sensation. From this isolated perspective, theoretically an ideal seat shell for chairs would be one which is filled with a fluid, that

you could sink into with your buttocks. Unfortunately, then you can hardly change your posture again. Mobility decreases and the excess strain simply occurs elsewhere. For the long-term maintenance of your health, though, movement in particular is key. Scientists are agreed on this.

—  
*So that means seating comfort is long-term comfort?*

**AM:** For people who have to or want to sit on a chair for longer periods, definitely. Because in the long run it is mostly about mobility respectively movement on the chair. Only through movement do we trigger the hydration effect, for example, which keeps our intervertebral discs functional. Through movement we also ensure that muscular tension and relaxation in the body are in balance. A chair you spend a lot of time on must allow that. It should also adapt to the different anatomies of its users. On the other hand, it is important to adequately instruct the user on the correct adjustment and use of their chair.

**SP:** Apart from the scientific side, there is also something of a zeitgeist. At the moment softer chairs





On the trail of a  
changeable concept



→ from page 047

are simply more popular. With the giroflex 656 chair family and the giroflex 68 swivel chairs we are currently reflecting this development. We are working with new materials for the cushions, adjusting the dimensions accordingly and resetting the degree of hardness. In this way we achieve a new sitting experience and maintain long-term comfort.

—  
*Is there such a thing as an ideal office chair?*

**AM:** No. Because ultimately your sitting posture depends on what you have to do. For my work a chair is good if it supports me in any position and gives me enough freedom to move as much as I want without unnecessary exertion.

—  
*But that also means that ultimately the purpose affects the understanding of comfort.*

**AM:** Absolutely. If we start from the concept that comfort is the absence of discomfort, then different work routines lead to different types of discomfort. Behaviour changes and you need different aids to get back into the comfort zone. Currently the position leaning back has high priority because people work at monitors. Sitting in front of the monitor in this «slouching position» significantly reduces the strain on the back muscles and the intervertebral discs. An office chair that allows this supports this posture.

—  
*How is seating comfort implemented at Giroflex?*

**SP:** The foundation for giroflex seating furniture is the dual-zone seat profile. Then ergonomic studies and market trends are incorporated into our work and we realize the design drafts as prototypes very early on. When we do this we always use foams similar to series production to

get a 1:1 mirror of reality. I've already mentioned the determining of seat pressure distribution. Finally new chairs are tested extensively internally and externally before we go into production.

—  
*What is the impact of the trend to the home office on dealing with seating furniture?*

**AM:** We regularly work with companies that call on our expertise for their home office policies. Usually it is about the minimum criteria that must be met by a chair for working at home. The awareness of the importance of a good chair has also increased in general. Chairs that cover the needs at the interface between work and private life are therefore likely to be increasingly in demand.

**SP:** What is the effect of this trend at Giroflex?

We are finding that at home the use of colour is more informal than in the traditional office world. At home the office chair should be as individual as possible. In addition, here the first

impression when you sit down is clearly in the foreground, since buying decisions are mostly made on the spur of the moment. We take both into account with appropriate offers.

—  
*Andreas Martens, what do you think the purchaser of an office chair should pay attention to?*

**AM:** From my experience, it is essential that you include the end user in the decision-making process. People should be able to extensively test which chairs best correspond to the work they have to do. A trial period should last at least half a day per model. Just sitting down briefly is nowhere near enough, because otherwise comfort factors that are less important in the long run would prevail. This approach in conjunction with a well-structured survey of users may need a little more time, but it pays off. The result is more convincing and the decision is supported.

*Andreas Martens and  
Stephan Pfeifer, thank you  
for the interview.*



**Andreas Martens**

The ergonomist Andreas Martens founded and developed the AEH Centre for Occupational Medicine, Ergonomics and Hygiene (Arbeitsmedizin, Ergonomie und Hygiene AG), [www.aeh.ch](http://www.aeh.ch). AEH sees itself as a service provider that has the maintenance and promotion of health, performance and motivation in the workplace as its goal while not losing sight of the human factor. AEH is an important partner for Giroflex in ergonomic issues.

„Giroflex was one of the first to discover sitting as a research field.“



# Giroflex Programme Work

Sitting is what people do. Even though a healthy body needs plenty of movement, we spend more and more time tied to our computer screen. On top of that, changes in workplace design and work routines as well as the multiple use of workplaces affect our habits. A giroflex office chair takes these factors into account. Primarily though, it serves the optimum support of its users for active, dynamic and healthy sitting.



giroflex 32

The modern wooden swivel chair is ideal for work environments in which the demands on hygiene are particularly high. It keeps the body stable and flexible.



giroflex 33

A chair for aesthetes with a sense of ecological interrelationships. It is completely recyclable. Slender design combines with intelligent technology for comprehensive seating comfort.



giroflex 44

The boundary between work and private settings is fluid. For this swivel chair it does not exist at all. It consistently puts the emphasis on the individual and his or her needs.



giroflex 63

The millennium swivel chair gives shape to reliability, flexibility and freedom of movement. For the first time, high quality engineering plastics are integrated into the mechanism.



giroflex 64

Millions of this classic of office furnishings have been sold worldwide. Technical perfection and scientifically tested ergonomics allow optimal support in every sitting position.



giroflex 68

The chair combines expressive, timeless design with technical sophistication. As an office chair it embodies rationality and industrialization in conjunction with the need for personality.

continued on page 052 →



Giroflex  
programme  
Work

→ from page 051



giroflex 81

The multifunctional chair impresses with first class seating comfort and exemplary workmanship. Technology and craftsmanship combine to form the perfect chair for work, reflection, relaxing and just letting go.



giroflex 313

Reduced to the bare essentials, this office chair for changing times offers a synchronized mechanism with fully automatic adaptation to the user's body weight. It's hard to imagine more ease of use.



giroflex 353

This swivel chair is the chair for the personal touch. It makes every world more colourful. Thanks to an ideal back shape all versions provide optimum support.



giroflex 434

The chair offers excellent seating comfort and clear styling. The reduction to the bare essentials and the unemotional appearance allow its integration in any room concept.



giroflex 646

The outstanding ergonomics of the classic giroflex 64 are combined here with a revised silhouette. Slimmer and more elegant, but retaining its comfort and the excellent workmanship.



giroflex 656

With its timeless styling, ease of use, impressive comfort and first class workmanship, this swivel chair's optimum flexibility is a delight. The perfect synthesis of design and comfort.



giroflex 757

The dynamic office chair, created together with the ETH Zurich, gives a face to science. The ergonomics are outstanding. Fundamentally new is the optimum freedom of movement of the shoulders.



giroflex 33

The space-saving stool complements the chairs of the giroflex 33 series perfectly. Thanks to its classic design it can also be combined perfectly with other models.



giroflex 64

The stool is an ideal footrest. Or a mobile storage area. Or a flexible item of seating furniture, naturally with an ergonomic seat profile. It completes the giroflex 64 series in every way.



giroflex 81

The stool that matches the giroflex 81 multifunctional chair is impressive in terms of appearance, haptics and comfort. Chair and stool combined make a wonderful ottoman.



giroflex 141

The stool offers individual solutions for special workplaces. Space-saving and flexible, it is particularly suitable for busy and frequently visited working environments.



giroflex 656

The stool in the giroflex 656 chair series integrates in any environment. Durable leather and fabrics in a wide variety of colour options make it the ideal companion.



# Giroflex Programme

## Meet and Visit

How customers, guests, participants and partners are seated leaves an impression. Giroflex offers sophisticated solutions here that ensure excellent seating comfort even in long meetings. Different designs and the wide variety of colours and materials make taking corporate identity and personal taste into account the easiest thing in the world. At home too, giroflex armchairs and chairs cut more than a good figure.

			
<b>giroflex 21</b> <p>This conference chair with that special something is ideal for reception areas, conference rooms, lounges and private rooms that want to impress with a modern interpretation of serenity.</p>	<b>giroflex 64</b> <p>The scientifically tested ergonomics and timeless design of this chair are always very welcome in any conference room and in the home.</p>	<b>giroflex 68</b> <p>The sophisticated ergonomics of the conference chair meet the highest standards and guarantee excellent seating comfort over a longer period of time even for very different occupants.</p>	<b>giroflex 313</b> <p>Reduced to the bare essentials the giroflex 313 impresses as a modern conference chair and in the home office. Automatic comfort included.</p>
			
<b>giroflex 353</b> <p>Thanks to its ideal back design and ergonomic shape, this conference chair goes along with all changes and provides support in any situation.</p>	<b>giroflex 434</b> <p>Robust and designed in an ergonomic shell shape, with mesh back or seat surface upholstered in exclusive leather, the model meets all the requirements for a conference chair.</p>	<b>giroflex 656</b> <p>The chair impresses with excellent seating comfort, superior styling and quality materials at all hierarchical levels. It stands for the highest professionalism at a tangible level.</p>	<b>giroflex 757</b> <p>This conference chair is for people who think outside the box. It combines aesthetics, technology and ergonomics to deliver maximum comfort. The carefully selected cover materials emphasize its value.</p>

continued on page 056 →



Giroflex programme  
Meet and Visit

→ from page 055



giroflex 12

The seminar chair adds a touch of class to design-friendly conference and training infrastructures. Thanks to their striking appearance and fresh colours, people are glad to see and sit on the interlockable contract chairs.



giroflex 13

As ergonomic for sitting on as they are practical for stowing. Space-saving in design, linked in rows or free standing anywhere in the room, this multifunctional seminar chair is suitable for any kind of meeting.



giroflex 15

Thoughtful extras such as coupling elements for row connecting, stacking trolley for space-saving storage, swivel writing tablets or armrests testify to the versatility of this seminar chair.



giroflex 16

With its calm, classic lines this visitor's chair blends perfectly with other styles. In the conference sector it has a strong track record going back many years.



giroflex 18

With its characteristic design the chair sets powerful visual accents. Its ingenious and unique technology offers outstanding comfort.



giroflex 33

Functional elements of this visitor's chair deployed consistently as a design medium ensure the correct posture and a high level of seating comfort. The chair is fully recyclable.



giroflex 44

In the office and at home, people love to sit on these visitor's chairs. Thanks to the variety of cover materials and colours they can be integrated into any environment.



giroflex 63

With its architectural design the visitor's chair impresses with its stability and suitability for everyday use. The chair displays sophistication in terms of stackability and row connection.



giroflex 64

The visitor's chair delights with its lasting quality, timeless design and a variety of feature options. There are also various back shapes to choose from.



giroflex 68

Visitor's chairs with upholstered backrests complete the giroflex 68 chair family. They optimize any working environment and also provide many feel-good moments at home too.



giroflex 353

The inviting design, the numerous colour design options and of course the comfortable ergonomic shape of the back and seat ensure lasting wellbeing. Refreshingly comfortable.



giroflex 434

Appropriate here, there and any time, this visitor's chair is a subtle all-rounder. Both slender yet tough, it is perfect for reception areas, waiting rooms or multipurpose rooms.



giroflex 646

The curved back shell, perfect manual craftsmanship and dynamic tranquility characterize this visitor's chair. You'll feel good sitting on it for years.



giroflex 656

Slender, inviting and durable for many years, the visitor's chair makes intuitively clear that you will sit on it for longer periods of time. Backrest and seat surface are optimally coordinated to this end.



giroflex 757

The simple shape of the elegant chair with its harmonious contours never fails to turn heads. The organic shell shape modelled on the body gives the occupant a sense of security.



# Functionality at its finest

Design is the obvious ambassador for a product. Good looks alone, however, are not enough. Rather, Giroflex consistently adheres to the motto «form follows function».

Every giroflex design is based on two pillars. On the one hand it is one hundred per cent at the service of healthy sitting. On the other hand its purpose is to sustainably optimize the use of materials. Any designer who develops a new chair or chair family with Giroflex must master these fundamental requirements. Apart from that they largely have a free hand. The giroflex design for the perfect office chair is correspondingly diverse.

giroflex design stands for chair models with their own personality. Whether constructivist and functional like the giroflex 32 wooden swivel chair, organically harmonious like the giroflex 646

chair series or elegantly floating like the giroflex 656 visitor's chair – the right seating furniture for any room concept can be found in the giroflex portfolio. Cosmopolitan and timeless, a giroflex design is also accessible to the personal colour and material choice of a global clientele.

Over the years it has been shown that the best results occur when from the beginning design, development and construction work closely together on the basis of sound specifications. Then the focus on customer benefits is assured and the high degree of sustainability Giroflex strives for is demonstrably translated into reality.

*continued on page 061 →*







## Functionality at its finest

→ from page 058



A designer who had his first contact with office chairs through the giroflex 64 and has since not been let go by them is Paolo Fancelli. He has given personality to the product series giroflex 64, 68, 21, 757, 646 and 353. His most recent collaboration with Giroflex resulted in the giroflex 313 series. It impresses with a clear, formal basis, which simultaneously conveys generosity and security.

For Paolo Fancelli too, design is more than the pretty packaging of an ingenious machine. Rather, he sees in it a mirror of our soul. He says: «If we want a sustainable economy, then we should seriously work at it. At the design level that means designing and producing quality products that people enjoy using for a long time.» That's why, inspired by

nature, he always looks for the genuineness of a shape. At the same time it is about showing the essence and the added value of an object. «I'm not interested in producing artificial, abstract objects. I use my skills to establish a bond of trust between product and people. My designs are not meant to conquer, but to convince.» It is always Fancelli's aim to perfect, to reduce and to find the right rhythm in any design. Rhythm, says the designer, is the basis of life: «Breath, pulse, seasons, everything follows its own beat.» That should be respected. And so it is also rhythm through which Fancelli finds form and sets accents with the aim of allowing a natural harmony to arise between object and man. In his view, «the best contribution a designer can make to society.»

Paolo Fancelli, [www.fancelli.ch](http://www.fancelli.ch), lives and works in Switzerland. In addition to office chairs, the award-winning graduate Industrial Designer ESAA also works with knives, tools, household appliances, clocks, measuring instruments or commercial vehicles. He was awarded the Design Prize of Switzerland.



# Top marks

Giroflex seating furniture consistently achieves top marks in a range of different areas. The highly qualified jury of the world-renowned Red Dot design competition confirms the quality of the designs. It has already paid tribute to the swivel, conference and visitor's chairs of the giroflex 656 chair series designed by greutmann bolzern design as well as the visitor's and conference chairs of the giroflex 353 chair family, created in collaboration with Paolo Fancelli.



reddot design award  
winner 2011



reddot award 2014  
winner



reddot award 2014  
winner



# A product with a dignity all its own

Leather is nature and craftsmanship in one. Leather has history. Leather is unique. It is an expression of esteem and sophistication, and represents prestige and longevity. Before a rawhide becomes giroflex leather, it must go through as many as twenty different steps, yet at the end of the process it is a wonderfully soft, warm, high-quality and timeless cover material for giroflex seating furniture that is pleasant to the touch.

By Reto Meier, Head of Purchasing / Materials Management, Stoll Giroflex AG

Leather chairs and armchairs are always in demand. About one fourth of all giroflex seating furniture is produced in leather, and this material is especially popular in the Executive models. Giroflex uses only the very best quality leather, and works closely with leather specialists who are not only well-versed in their own craft, but also verifiably fulfil Giroflex’s exacting standards for quality, appearance, feel, suppleness and environmental

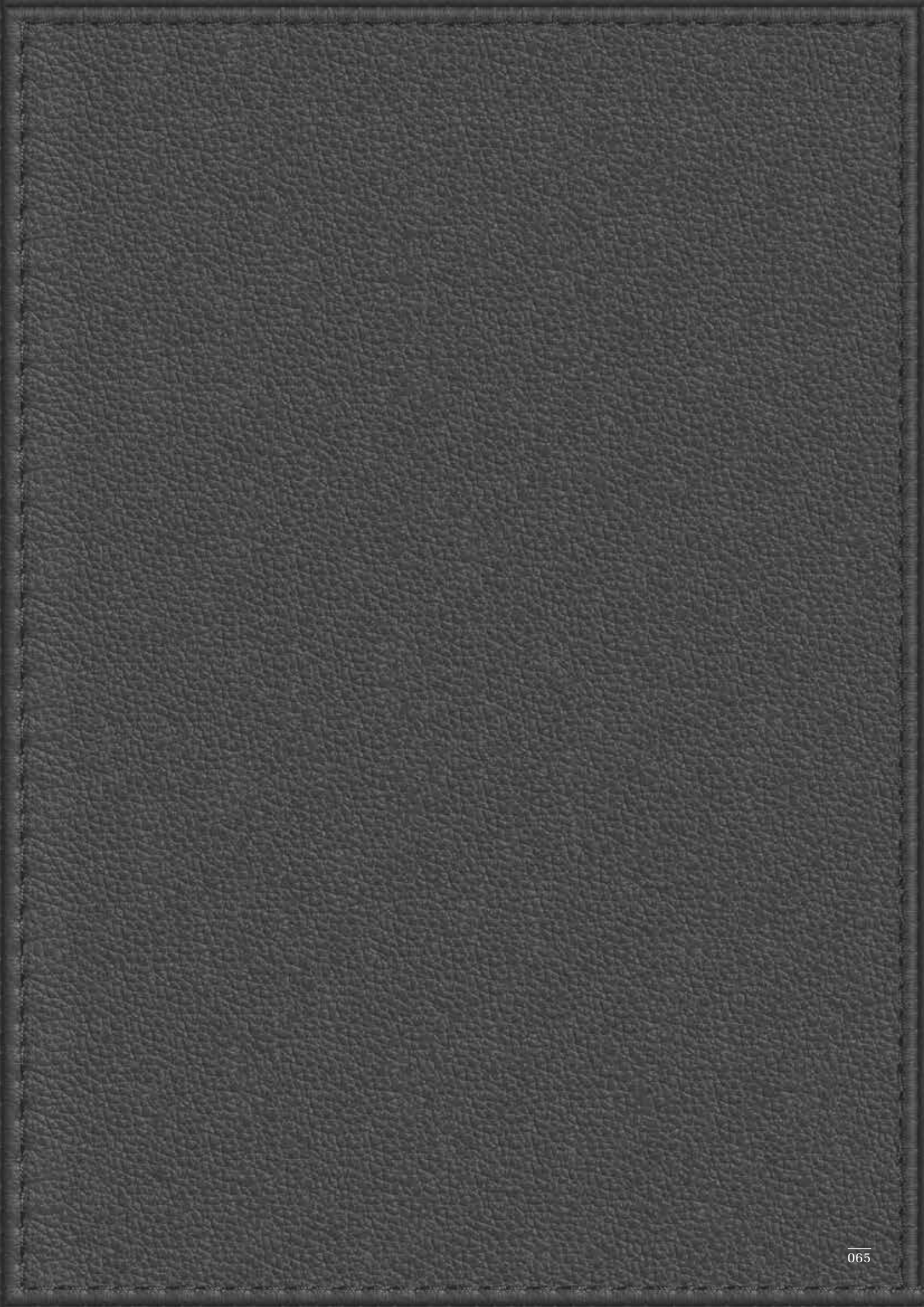
compatibility at all times. All hides come from the same tannery and are subjected to a series of inspections.

**Quality from Europe**

Giroflex leather is a European product. The raw bull hides are drawn solely from Central and Northern Europe, countries which enjoy high animal husbandry standards and where compliance is legally regulated and monitored. Proper animal welfare

ensures that the raw hides are of high quality. The best part of a bull’s hide is the croupon, and this is where all of the leather for the heavy-wear portions of giroflex seating furniture comes from. The croupon is also particularly elastic. As a result, this leather is able to retain its elasticity even after a chair or armchair has been subjected to heavy, long-term use. In combination with the giroflex chair upholstery, giroflex leather seat surfaces and backrests are

*continued on page 066 →*





A product with  
a dignity all its own

→ from page 064

able to keep their shape for years. Wrinkling stays minimal even as seating comfort remains high.

**Doing whatever is required**

Leather-making is a craft. The colour, grain, shine and feel are not random aspects, but rather the result of painstaking work and finishing. Giroflex has very detailed specifications for the leather it uses. It must exude sophistication and refinement, embody stability and reliability, and enthuse owners and observers alike with its evident quality. Giroflex also works to ensure that its leather chairs and armchairs present a uniform appearance as a group. In addition, a new colour world has been developed for giroflex’s new leather for autumn 2014 in which a vibrant black

has been joined by new dark and mysterious shades, while the light leathers have adopted the colour language of the Earth.

**Sustainable production**

As a natural product, leather is sustainable, and everything that enters production is used. The dust created when the leather is polished at the tannery, for example, is used for glue, while the off-cuts created during giroflex production are used in schools, by craftsmen or for arts and crafts. Giroflex leathers are produced using mineral tanning, as this gives them the ideal properties for seating furniture. They are resistant to light and heat, long-lasting and easily coloured. The leather has a fine grain, good feel and is also attractive. giroflex leather bears

the “Blue Angel” environmental seal of approval, certifying its compliance with standards that go far beyond the legal minimum.

**Caring for what counts**

All leather becomes brittle with time. Regular cleaning and care with Giroflex’s leather care set moisturises the leather and keeps it elastic. Giroflex also has proven solutions for all manner of stains. Giroflex service professionals are experts in the field of leather care and are also happy to help out with other leathers in the office or home if required. This makes it possible for our leather to remain as it was in the beginning: high-quality, durable, vibrant and exclusive.



**Five good reasons for giroflex leather:**

- 1) Only the very best leather is good enough for giroflex customers.
- 2) giroflex leather stands for timeless elegance, added value and respect.
- 3) giroflex leather seduces with its colour language, its appearance and its softness.
- 4) giroflex leather bears the “Blue Angel” environmental seal of approval.
- 5) giroflex leather is a purely European product with a Swiss finish.

**The best piece**

Almost 100 per cent of the leather we use comes from the core of the bull’s hide. For seat and back components that are subjected to particularly heavy wear, and which must be especially elastic as a result, only the very best pieces are used. Only bull hide is able to guarantee our high standards for durability and elasticity.





BEST SERVICE:

LEDERPFLEGE-SET  
KIT D'ENTRETIEN DU CUIR  
LEERVERZORGINGSSET  
LEATHER CARE SET

www.giroflex.com

**giroflex**  
*designed to work*

A product with  
a dignity all its own

Leather types

**Grain leather:** smooth leather and embossed leather for which the grain side of the leather has not yet been entirely removed. Furniture leather is always grain leather.

**Aniline leather:** open-pored smooth leather without a colour (pigment) layer on the surface. Its name comes from the aniline dyes that are used to through-dye this leather.

**Nubuck leather:** grain leather in which the grain side has not yet been entirely polished away.

**Full grain leather / suede:** leather with velour-like surfaces. The surfaces are polished.

Source: [www.leder-info.de](http://www.leder-info.de)

434



designed by greutmann bolzern designstudio

Innovation

The giroflex 434 swivel chair moves with the times – and with fashion. A new type of attachment technology for the back part makes this possible since 2014. It means a specialist can simply and integrally replace the back. People who like variety can thus cater to their different colour preferences without having to replace the entire chair each time. In addition, an innovative mesh impact protection slows down wear and tear of the mesh fabric considerably, extending the relevant service intervals.

A sporty type for all eventualities.

The giroflex 434 chair series impresses with excellent seating comfort and clear styling. Both the swivel chair and the conference and visitor's chair are real eye-catchers. The back part of the chair family brings the typical Giroflex combination of mesh fabric and formal autonomy to the fore, ergonomically

convincing, full of elasticity, transparent and breathable. But even with traditional materialization, with upholstered backrest, fabric and leather, the chair series cuts a good figure.

With its simple and functional design, a giroflex 434 chair integrates ideally into any office

environment. Its profiled backrest forms an elegant and impressive design element.

Those who like colourful accents and appreciate maximum comfort, top quality and a variety of feature options are ideally served with a giroflex 434.



# 64 & 646

*designed by Walser Design and Paolo Fancelli*



## A classic with a global reach.

The giroflex 64 swivel chair stands for noticeably correct sitting. This worldwide multi-million selling classic of office furnishings guarantees first class seating comfort. The giroflex 64 series includes a swivel chair, conference chair, visitor's chair and a stool. With technical perfection and scientifically tested ergonomics, giroflex 64 chairs provide optimal support in every sitting position. In addition, many variants of the seat and backrest are available. With its balanced, organic styling, the giroflex 64 chair series wins

over generations of people who work sitting down. The design impresses with honesty. It promises excellent seating comfort and visually communicates its inner qualities. From the way the lines of force run you can immediately see the ergonomically relevant support points in the backrest and the dual-zone seat. In the giroflex 646 the outstanding ergonomics of the classic were carried over into the 21st century. Somewhat sleeker and more elegant in the silhouette, but retaining its comfort and the excellent quality workmanship.

### Innovation

The giroflex 64 introduced the dual-zone seat profile to the market. With the dual-zone profile the rear part of the seat supports the pelvic area and prevents the occupant from sliding forward. At the same time the front part of the seat tilts slightly forward, thus relieving the thighs. In this way the dual-zone seat profile ensures support and wellbeing. Today it is an absolute giroflex standard.

# 68



*designed by Paolo Fancelli*

### Innovation

With the giroflex 68, for the first time a strong, obvious design element was developed for the back of the chair. The concept behind it: in all working environments people see the back of a chair first. A strong design statement in this exposed position is noticed even by the casual observer and also links all chair models in the room together visually.

## When character counts.

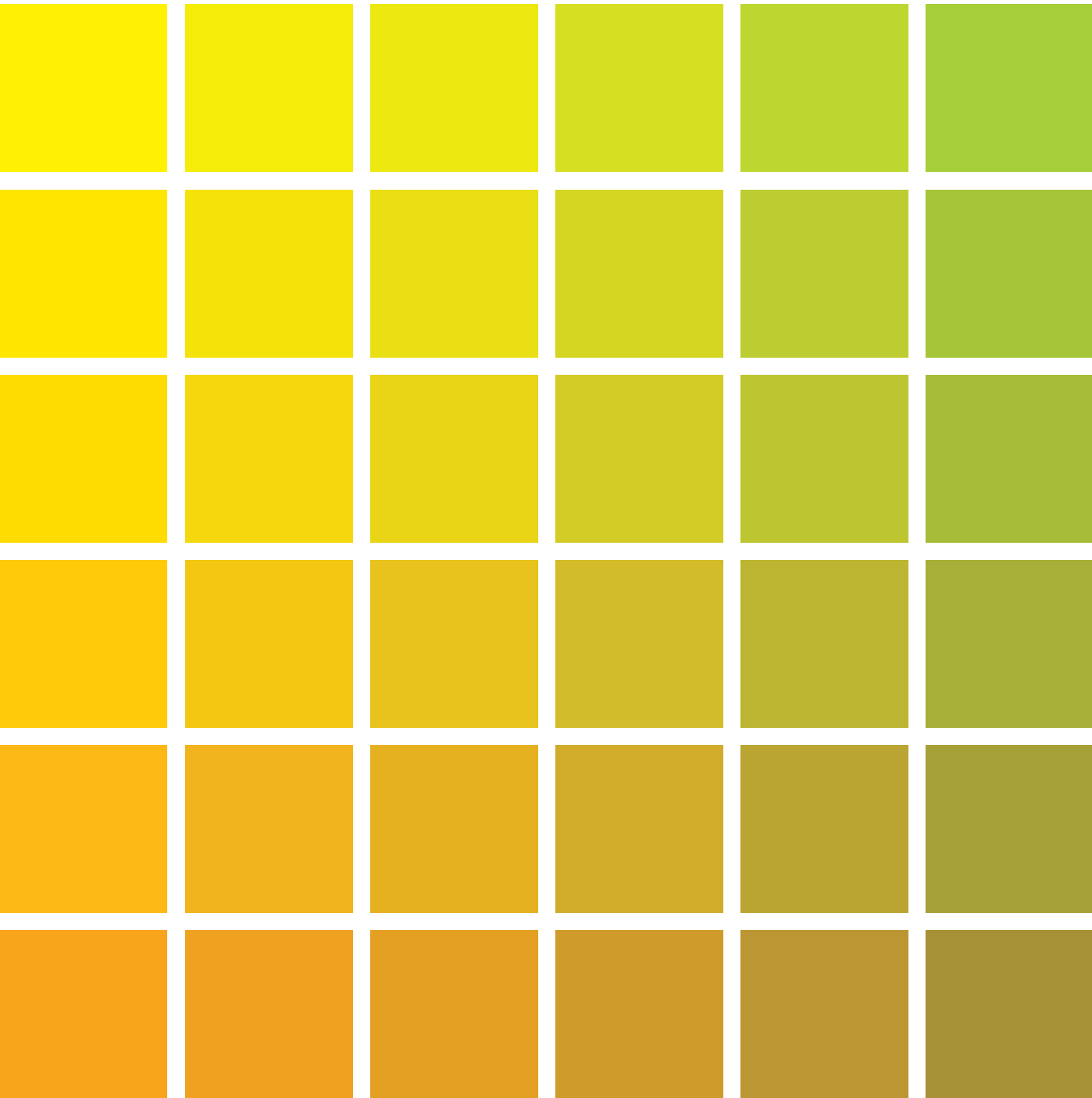
The giroflex 68 swivel chair combines expressive and timeless design with technical sophistication. On the basis of the same substructure, the swivel chairs can be expanded to numerous comfortable variations. The giroflex 68 series also includes a conference and a visitor's chair. The sophisticated ergonomics of these chairs meet the highest standards and, in conjunction with the contemporary

comfort upholstery, guarantee excellent seating comfort over a longer period of time even for very different occupants. The visitor's chair with upholstered backrest also looks good away from its own series. The giroflex 68 series embodies rationality and industrialization in conjunction with the need for one's own, personal sphere. The distinguishing Y-backrest, both as a mesh and an upholstered

backrest, provides the connection between the chair models. The design of the giroflex 68 conveys two messages. On the one hand the support structure with its crystalline cut lines lays a claim to geometric reduction, which can be confidently integrated into any interior design. On the other hand, the generous upholstery emphasizes the importance of ergonomics in Giroflex seating furniture. —



# A world in colour



Three quarters of the swivel chairs sold by Giroflex are black or dark grey. Colour at the workplace is provided primarily by walls, pictures, plants and carpets, everything on tables and shelves, and of course the people. Nevertheless, Giroflex approaches its own colour collections with great sensitivity and care. Doris Kurzmeyer, a textile designer and head of the Material Design programme at the Lucerne School of Art and Design at Lucerne University of Applied Sciences and Arts, told us why this is so.

—  
*Doris Kurzmeyer, you are currently working on the colour language of the giroflex collections. What are you and Giroflex trying to achieve?*

Giroflex has noticed that the competitors in their market are getting more and more alike. Colour can be a means to emphasize the uniqueness of a company and to communicate the values a company stands for. In addition,

colour can be used to address and attract new customer segments. You always need to keep in mind, though, that colour should not be considered in isolation.

—  
*Meaning?*  
Colour is inextricably linked to materialization. The same red has a different effect on a smooth

*continued on page 074 →*



A world in colour

→ from page 073

shiny surface than on a matte rough one. Structure, lighting and the base material influence the effect. So only changing the colour without taking the material into consideration is not very productive.

—  
*Where did you first have an influence at Giroflex?*

We started with leather. We did some fundamental thinking about colour and thus about the statement the leather makes and the way it is put together. Leather is a premium, very sensual and timeless material. Because Giroflex customers mainly ask for black leather, we added other dark colours to the collection. We’ve thus created a somewhat heavier, mysterious segment in the group. It is flanked by an elegantly earthy unit in the neutral colours. Here we opted for warm shades, as they are also found in nature, e.g. stone grey or earth brown. In this way we do justice to the naturalness and dignity of the material.

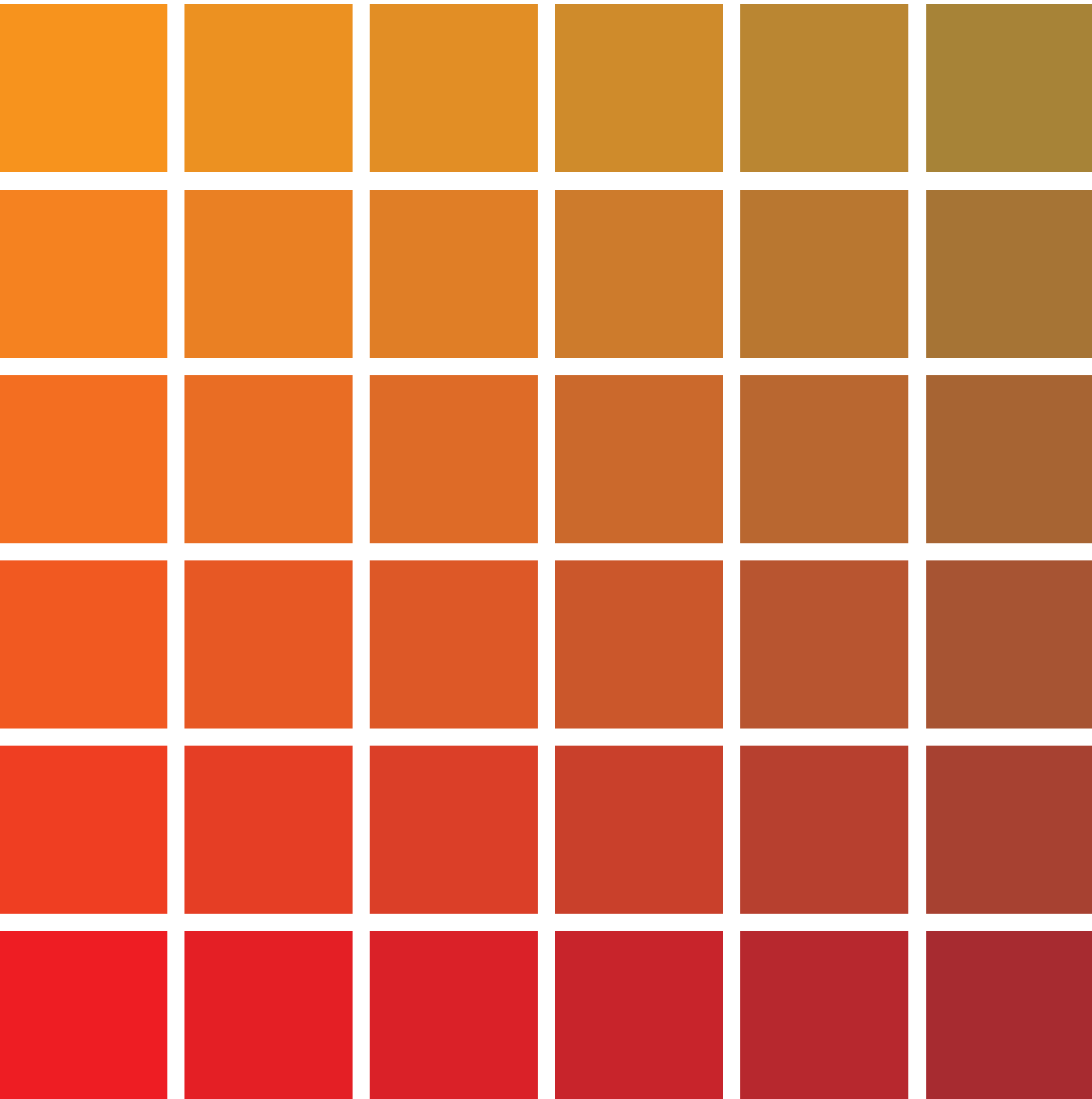
—  
*Giroflex seating furniture has a service life of about ten years or more. Is it wise to set on trends over this length of time?*

It depends what trends we are looking at. Based on the developments in working environments, Giroflex and I both work on the assumption that the private sphere and the working world are becoming increasingly intertwined. Mobile workplaces are gaining in importance and the multiple use of workplaces will continue to become more widespread. The atmosphere at the workplace changes accordingly. All this is unfolding against the backdrop of the presence of digital communication. These trends have a major effect on the use of colour, the materials used and the surroundings.

—  
*Can you give an example?*

We are finding an increased need for haptic sensuality. That has implications for the materials used and gives structured surfaces a boost. There is a clear trend towards the tactile. Why? On the one hand, in recent years we have been surrounded by monochrome colour surfaces to a great degree. On the other hand, we are constantly in contact with glassy smooth touchscreens such as smartphones and tablets. The desire for more structure is a

continued on page 076 →





A world in colour

→ from page

countertrend. Or the immediacy of digital communication. It leads to a longing for localization in time and therefore also for the stories that surround us. The key-word here is authenticity.

—  
*And what about the colours?*

With regard to colour we need to distinguish between trends and fashions. Fashions are short-term phenomena. With clothing fashion we are stocked up with new fashion colours at least twice a year. Then they only last a season. For a company like Giroflex that focuses on quality and long-term use of its products, it would be wrong, in my view, to focus on fashions. Exceptions are always possible of course, such as with a model like the giroflex 434, which allows the owner to easily adapt to the colour zeitgeist of the moment in the course of the product life.

—  
*Anything else?*

The new range of colours should continue to cover a broad segment. Classic shades, i.e. all those

colours that take the surroundings into consideration and don't stand out, are the basis here. They are complemented by the more trendy colours. They provide highlights outside the familiar. It is also important that the colour matches the design of a model.

—  
*Why such an emphasis on colour as a manufacturer when in the end everyone buys a black office chair?*

Before I answer that, let me just say this: black is not just black. When you take into account and celebrate the materiality and the different shades of black, you can create a whole world just with this colour. There is a special quality in that. In addition, black needs a range of colours it can stand out from. This needs to be high quality so you can also trust the black. Choosing a colour is not easy, by the way. Colour integrates with its surroundings and it changes depending on the surface it occupies. That's why the composition on a colour chart says very little about how a colour will look on the chair and how it will stand

out at its final destination. This makes choosing very difficult. Nevertheless I want to achieve that Giroflex are also known for their colour. It should be another reason to want a giroflex chair – even though in the end you choose the version in black.

—  
*How important is personal taste in developing the colour ranges?*

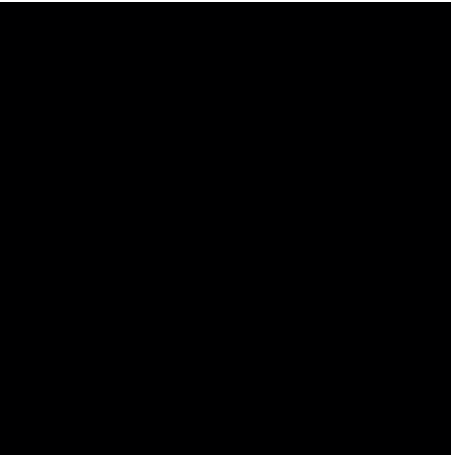
I believe it does have an impact. But experience is much more important, especially regarding the effect of a colour. My job is to look at it closely and precisely. You can only develop a signature when you have an overview of all the collections. The whole pro-

cess is a constant balancing of sales figures, trends and taste.

—  
*One last question: if you had to furnish an open plan office, what would you do?*

Colours create atmosphere and moods. So I would pay more attention to colour tones than to strict CI colours. Employees should move within a spectrum and maybe even have a choice. In this way the atmosphere and the mood in a room can be modulated.

—  
*Doris Kurzmeyer, thank you for the interview.*



Doris Kurzmeyer, [www.doriskurzmeyer.ch](http://www.doriskurzmeyer.ch), develops her textile projects from the material and from craftsmanship. As a qualified textile designer she is familiar with all superior manufacturing technologies and uses these in the service of function and design. Since 2001 she has been passing on her knowledge at the «Lucerne School of Art and Design» at Lucerne University of Applied Sciences and Arts, where she is also head of the Material Design programme.



# giroflex 545 – a new chair is created

# 545



From spring 2015 the new giroflex 545 is available. Designer, developers and product management are working hard on this new office chair tuned for efficiency and ideal for both the classic office environment and the workplace at home.

The specs are done: people who have to sit a long time should be able to blindly trust the chair and its qualities. Scientifically tested ergonomics including the typical giroflex dual-zone seat profile guarantee support and wellbeing. Seat and backrest height, lumbar support and back tilt resistance can be precisely adjusted and fixed. Visually these inner values of the giroflex 545 find expression

in a timeless, classic shape. The design is simple, decorative elements are used very discreetly. And yet, the chair comes up trumps. With its generously cut upholstery it presents its excellent seating comfort confidently and proactively.

In the back the new chair has the same organic lines already familiar from the giroflex 64 and giroflex 646. This visual similarity makes clear which chair series inspired the giroflex 545 in terms of quality and comfort.

Anyone wanting to work on a giroflex 545 can have a say in what their chair will look like, from the armrests and the cover

material to the choice of the base cross and the finish of the plastic parts. In addition to the standard black version, for the first time mechanism, seat and back shell are available in light grey. The many possible combinations offer something for every taste.

In the best Giroflex tradition, production of the giroflex 545 is ecologically sound, sustainable and resource-conscious. The reusability of the materials in new premium products is almost 100 per cent assured.



