



fermob

**THE STORY OF THE FRENCH
MANUFACTURED OUTDOOR FURNITURE**



Fermob made its entry into the US **in 1999**. Because of the collaboration between Fermob and its US partner, Fermob furniture now finds itself at home on terraces, in restaurants, hotels, universities and in public parks **throughout the US**.

- Annual growth of the Fermob market:
 - 2010-2011: + 10%
 - 2011-2012: + 25%
 - 2012-2013: + 11%
 - 2013-2014: + 27%
 - 2014-2015: + 28%
- More than **1 container a week** from France
- 100's of installations in at least **35 U.S. States**

A HUNDRED-YEAR OLD COMPANY

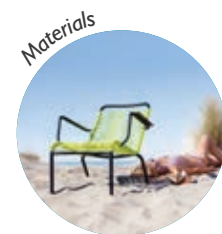
owned since 1989 by Bernard Reybier, the current CEO.

- French manufacturer of metal and colored garden furniture
 - CEO: Bernard Reybier
- Industrial site & headquarters in France (*Thoissey*)
 - Sales in 2015: \$55 million (+10%)
 - 27 years of continued growth & profit
 - 193 employees
 - ISO 14001 certification
 - 4,000 tons of metal processed each year
 - 500,000 pieces manufactured per year, including more than 100,000 Bistro chairs.
- Over 50 colors developed in 27 years (*23 colors in 2016 including 1 new color*)
 - A catalog of 190 products including legendary collections: Bistro & Luxembourg.
 - A dozen new products each year
- Collaboration with 12 designers: Patrick Jouin, Pagnon & Pelhâtre, Pascal Mourgue, Frédéric Sofia, Andrée & Olivia Putman, Christophe Pillet...
 - More than 900 retailers throughout the world
- More than 5 000 professionals trust us throughout the world: Times Square (*New York*), Nike (*Shanghai*), Roland Garros (*Paris*), Veuve Clicquot (*Sydney*), Louis Vuitton (*Singapor*), Jardin des Tuileries (*Paris*)...

Fermob is a dynamic & innovative brand with unique:

Values

DNA



FERMOB: A GREAT FRENCH SUCCESS STORY

Thanks to Fermob, **French art de vivre** can now be found **across the globe** - not only in the privacy of the home but also on hotel and restaurant patios and in the green spaces and iconic locations of cities worldwide. With items of outdoor furniture manufactured for any space, from the smallest balcony and patio to the largest gardens, in a wide variety of unique colors, Fermob is adding an **innovative touch** to a market that has, up until now, been noticeably lacking in color. Fermob's robust and aesthetically pleasing **high-quality** products represent the next generation following on from some illustrious ancestors, continuing in **the vein of this joyful, invigorating, elegant and innovative brand**.

AN ICONIC BRAND WITH A LEGENDARY PAST

In order to understand the **history of Fermob**, we must go back to the late **nineteenth century** at a time when the only companies in the Lyon region working with iron did so for purposes of ornamentation. Iron was **cut up, formed, forged, welded and painted**. All these technical skills have been **inherited** by Fermob.

It was at this time that a craftsman in Thoissey, where the company is still based today, had the idea of **diversifying** his business: from a scroll on a cross or a portal **to a scroll on a chair** back was only a small step that he was quick to take. In 1953, his son, a graduate of the Arts & Crafts school in Cluny, began to see the tremendous opportunities that his father had opened up: all that was required was to move the small craftsman's workshop up a notch to **industrialise it and so mechanize the manufacture**

of garden furniture. And so the **1900 range was born**. Today, it remains almost exactly the same as the day it was created.

In the 1980s, the iron garden furniture market found itself in competition with one-piece plastic furniture sold on a large scale in supermarkets. The company had to reduce its activity and cut its workforce down from 60 to just 10 people in 1989. It was then that Bernard Reybier, looking for a business to buy, took over Fermob.

The innovation of this visionary new CEO was soon to change all that: he altered the distribution policy, began exporting and gave the company a **real identity**, investing in **R&D** and **cutting-edge industrial processes**. In doing so, he **reinvented the codes** of outdoor furniture, **combining metal, design and color** to make the brand's **top quality** furniture **accessible, mobile, functional, durable and fun**.

He took historical designs and had them reworked (the Bistro chair took on a new look with metal slats that could be colored), undertook major research on techniques and materials and partnered with designers of many different nationalities and from all backgrounds, whom were either already recognized or soon to become so.



Manual welding of 1900 armchairs - Thoissey

Fermob's designers attempt to utilize their own creative ideas whilst ensuring the article is completely user-friendly. They also take great care to ensure that **their designs are compatible with the materials they use**. All Fermob's articles are designed **to remain outdoors**, and are **fully weather-resistant**. Both the technical design aspects and materials used (such as steel, aluminium and Outdoor Technical Fabric) **further guarantee their longevity**.



FURNITURE THAT IS BOTH RECYCLABLE AND RECYCLED

Fermob moved very quickly to **incorporate sustainable development** into its designs. The company has become one of Europe's standout manufacturers in this respect, particularly thanks to its zero-waste paint line. The choice of materials used (with metal that is recycled endlessly), environmentally friendly, solvent-free paint, recyclable Outdoor Technical Fabric and packaging treatments all help to reduce the environmental impact of Fermob's production lines. These long-standing actions re-

sulted in Fermob being awarded the ISO 14001 certification in March 2010.

Over the years, Fermob has **built its own DNA** producing furniture that is elegant and timeless yet tough, practical and carefully designed. In 27 years, the company has kept reinventing itself while managing **to preserve its so typically French identity and defending a craft rooted in tradition**: a gamble that they have won hands down !



Painting line - Thoissey

FERMOB: THE TYPICALLY FRENCH BRAND THAT HAS GONE AROUND THE WORLD

Fermob is a French success story, a thriving, creative business that appeals to people far beyond the frontiers of France. Fermob has equipped Times Square, Bryant Park, the High Line and New Whitney Museum in New York, the Science Museum in London, the Majorelle Gardens in Marrakech, the Oakland Museum of California, the Louis Vuitton shop in Singapore, the Nemo Science and the Rijksmuseum in Amsterdam...

*In the four corners of the world, you'll find a
little bit of France signed by Fermob.*

THEY TRUST US:

PARIS PLAGE PARIS

LES JARDINS MAJORELLE MARRAKECH

SAKET HOSPITAL DEHLI

CENTRE POMPIDOU METZ

UNIVERSITY OF TECHNOLOGY SYDNEY

LA PLAGE DU FESTIVAL CANNES

HARVARD UNIVERSITY CAMBRIDGE

HÔTEL MARRIOTT CAP D'AIL

ZOO ARTIS AMSTERDAM

GOOGLE HEADQUARTERS MOUNTAIN VIEW

NEW MEADOWLANDS STADIUM NJ

CAFÉ REITSCHULE MUNICH

LES JARDINS DU LUXEMBOURG PARIS

BETTER BANKSIDE LONDON

WANDERLUST PARIS

L'OREAL HEADQUARTERS PARIS

THE ROYAL NATIONAL THEATRE LONDON

RESTAURANT BABYLONSTOREN CAPE TOWN

FAUCHON PARIS

RIJKSMUSEUM AMSTERDAM

PLACE DE LA RÉPUBLIQUE PARIS

PRINCETON UNIVERSITY PRINCETON

SCIENCE MUSEUM LONDON

ANGAMA MARA NAIROBI

CONEY ISLAND NEW-YORK

INTEL HEADQUARTERS SANTA CLARA

VEUVE CLICQUOT SYDNEY

PARKLAND BAKU

*The brands which have chosen Fermob to equip their establishments here,
close to home or further afield:*

VAPIANO ALL OVER THE WORLD • SHAKE SHACK ALL OVER THE WORLD • PAUL ALL OVER THE WORLD • RELAIS & CHÂTEAUX ALL OVER THE WORLD
DISNEYLAND ALL OVER THE WORLD • CHATEAUX & HOTELS COLLECTION FRANCE • ACCOR ALL OVER THE WORLD



Coca-Cola Museum, Atlanta (US)



Times Square, New-York (US)



Maxx Royal hotel, Belek (TR)



Nemo Science, Amsterdam (NL)



Klyde Warren Park, Dallas (US)



Le Molitor, Paris (FR)

NEW METAL COLORS 2016

Fermob furniture is renowned for its sophisticated and bold appearance. This quality is driven, to a certain degree, by the brand's unique approach to color – something that has been part of its DNA since its inception. Indeed, **Fermob is the only outdoor furniture brand to offer a palette of 23 colors as standard.**

ROSEMARY, CAPTURING THE LIGHT

Behind its apparent gentleness is an assertive, sharp, modern color. It is perfect for the garden with its natural hue, while its silvery tones give it sharpness and light. Rosemary enhances the more vivid colors of the color chart, while it works in harmony with the other green shades.
A real treasure.



FERMOB'S METAL CHART 2015/2016





NEW COLLECTIONS TEEMING WITH INSPIRATION...

Tables and chairs are essential, practical objects. Yet with Fermob, these everyday items add a touch of magic to our gardens and enhance our spaces. Through diverse **shapes**, rich **colors** and a **designer touch**, these unassuming items of furniture become infinitely more interesting.

They help create a **socially welcoming environment** in the home and play a major role in both dining and **relaxation**. This is the principle upon which Fermob – a brand synonymous with **joie de vivre** and dedicated to **the highest quality standards** – is founded: to produce new products every season.

***Discover the season's
new products on the CD***

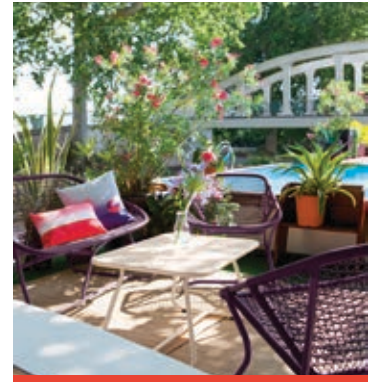




1900 - Bench, table, chair and armchair



Bistro - Balcony table and chairs



Sixties - Bench, table and armchairs



Biarritz - Table / Latitude - Chairs



Luxembourg - Table, chairs and armchairs



Terrazza - Planters

NEW ADDITIONS TO “LES PIÈCES RAPPORTÉES” FAMILY !

Fermob teamed up with textile design and styling firm “Aujourd’hui ou Mardi” to launch a **line of original outdoor accessories**. Following the success of the new range, the brand has

released several new “Les Pièces Rapportées” products for the new season. “Les Pièces Rapportées” is a bright, colorful and stylish collection with plenty of anecdotes.





Basics - Bistro chair cushions



Trèfle - Rug



Cabanon - Cabourg, Château de sable & Calicot cushions



Envie d'Ailleurs - Melon & Pastèques cushions



Cabanon - Fouta towels



Envie d'Ailleurs - Melon & Pastèques snack boards

THE QUALITY OF TAILOR-MADE EXPERTISE FOR PROFESSIONALS

Many professionals also choose Fermob, appreciating both the way **the company pays attention to their needs** and the wide range of services it offers: the choice of furniture, the way colors are defined and harmonised, customization (*exclusive colors, labeling, etc.*), optimizing space and layout plans. Fermob has even created a **department dedicated to bespoke projects**: the “Special Contracts Design” department.



Bryant park - New-York (USA)



Veve Cliquot - Sydney (AS)



Roland Garros - Paris (FR)



Bibliothèque de la Cité, Geneva (CH)

A NEW SOPHISTICATED AND BOLD COLLECTION FOR SPECIFIERS



Fermob Idoles is an exclusive, elegant collection unveiled at the **International Furniture Fair in Milan** in 2013. It features a total of **12 models**, including revivals, previously shelved projects and brand new creations, each created by major names in the design world.

Like the concept cars produced by automotive manufacturers, **the Fermob Idoles collection expresses a passion for design** in its most sophisticated format. It is a story with inspiration at its very core, based on projects that in some cases have taken years to complete. The first few models have already enjoyed **incredible success among specifiers** (the Kate armchair can already be found at the **In/Out service-sector** campus in Paris or in Rivea restaurant in Las Vegas), while the brand is gradually rolling out a retailer network through ad-hoc merchandising campaigns: one of Fermob's key strengths.

SAVE THE DATE AROUND THE WORLD

IMM-PASSAGEN - Cologne	18 > 24 January 2016
AMBIENTE - Frankfurt	12 > 16 February 2016
FURNITURE FAIR - Milan	12 > 17 April 2016
INDEX - Dubai	23 > 26 May 2016
MAISON & OBJET - Paris	2 > 6 September 2016
FURNITURE CHINA - Shanghai	8 > 11 September 2016

SAVE THE DATE IN THE US

ATLANTA MARKET - Atlanta	12 > 19 January 2016
LAS VEGAS MARKET - Las Vegas	24 > 28 January 2016
HD EXPO - Las Vegas	4 > 6 May 2016
MAISON & OBJET - Miami	10 > 13 May 2016
ICFF - New York City	14 > 17 May 2016
ATLANTA MARKET - Atlanta	12 > 19 July 2016
LAS VEGAS MARKET - Las Vegas	31 July > 4 August 2016
ASLA - New Orleans	21 > 24 October 2016

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