

**Press release**

**Addit at Orgatec 2004**

**One chair – many functions – at least 60 versions**

The majority of companies would like a chair that is suitable for use in many different rooms which have different functions – yet still brings consistency to the design concept. In addition most would like flexible furniture that expresses individuality, attitude, and quality.

at least 60 different variants of the same chair – in addition to the many upholstery options," relates Per Aagaard Jepsen.



This is precisely what the new family of chairs, Addit, from the Danish company Danerka A/S, lives up to. The series was designed by the internationally recognised firm: **Pelikan Copenhagen**



"We can now offer a family of chairs based on innovative thinking in design, concept and choice of materials that lives up to the many demands made by modern companies with regard to functionality and aesthetics, where the focus is on the signal value of the furniture", states Director Per Aagaard Jepsen.

"Very few furniture manufacturers have focused on a company's "free zones", as Danerka has. These are the rooms and areas at a company where there are no desks or other furniture, and these are often the places where there is a need to communicate what the company stands for through such means as quality and design. Addit fulfils this need very well, concludes Per Aagaard Jepsen.

Addit is available in countless variations, all of which differ greatly, but still have the same form of expression. "The only unvarying element with this chair is the seat shell. There are four basic models, which offer the opportunity to choose different frames, arm rests, colours and upholstery. So in reality this is a question of

The Addit series is particularly suitable for canteens, meeting rooms, and auditoriums, etc.

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