

WELCOME

TO COMFORTABLE LIVING BY SITS #2

New classics
and old favourites

28 years

of looking forward

From one pair
of hands to another

SITS

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twenty-eight
years is a
long time

SITS

SAY WHAT YOU WILL ABOUT TIME, but sometimes it works in your favour. Let enough time pass, and it will bring perspective, to clarify if what you thought was a good idea actually turned out to be one.

We look back on a history in which we have found new ways of manufacturing furniture and have gone from a company employing dozens to one employing thousands, with a presence in more than twenty European markets.

And it seems we are not the only ones who recognize that we are on to something. Being chosen to be a supplier to one of the largest home furnishing companies in the world has meant a lot—for developing our business, as well as for the encouraging stamp of approval it brings.

Our history shows that we achieved what we set out to do: become a long-term-thinking, reliable company. But in order to remain that way, we must rely on anything but the past. Instead we have to keep moving, to keep making progress, every day and on every level.



tomorrow's always changing

WE ENJOY KNOWING THAT NEW TRENDS are always waiting around the corner, and we look forward to finding new ways of doing things. Embracing the future pushes us to always be innovative. And that is the only way we can be truly inspiring for our customers.

The challenge of the future keeps us on our toes and inspires us to look for new answers. We believe in keeping it simple. Honesty, fairness, quality and service will most often get you the furthest. When we work with clients and with designers, we look for the best solution—not simply the one we've used before.

In our design, we connect with the world around us to spot new trends and consumer desires. And we strive to maintain an unpretentious and down-to-earth attitude in everything we do.

It's not the only way. But it's the way we like it.



dedicated to comfort

A WHILE AGO WE MADE A QUICK CALCULATION and it turned out that roughly 4,000 pieces of SITS furniture found a place in someone's home every day. Today we've probably surpassed that number, but we're just as humbled by it.

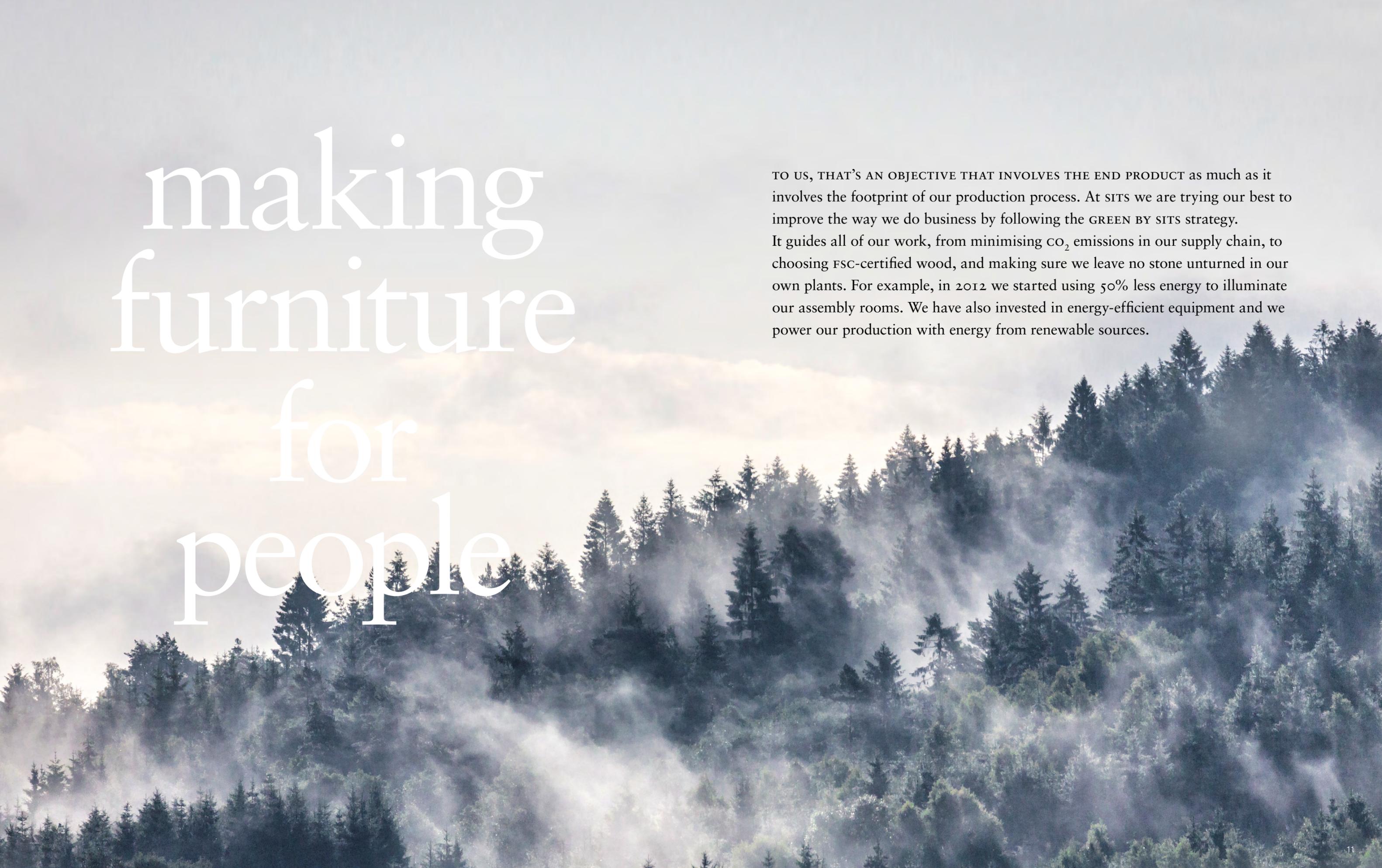
To take a place in someone's life brings responsibility. And our way of living up to that is by always delivering on the one thing we know our customers look for in our products: comfort.

To be able to relax into a sofa or to enjoy the design of a table is what SITS is all about.

But getting into the comfort zone, contrary as it may seem, is hard work. From design through

production, up to the final moment of truth, we focus on one thing and one thing only: you. Our design needs to be matched by your experience. And the quality of our products will enable you to enjoy them for many years to come.

You can take comfort in many things. We just never take it for granted.



making furniture for people

TO US, THAT'S AN OBJECTIVE THAT INVOLVES THE END PRODUCT as much as it involves the footprint of our production process. At SITS we are trying our best to improve the way we do business by following the GREEN BY SITS strategy.

It guides all of our work, from minimising CO₂ emissions in our supply chain, to choosing FSC-certified wood, and making sure we leave no stone unturned in our own plants. For example, in 2012 we started using 50% less energy to illuminate our assembly rooms. We have also invested in energy-efficient equipment and we power our production with energy from renewable sources.

handmade



If there is anything 28 years of experience has taught us, it is that quality comes from the human touch. Hands have the power to transfer a design vision into a comfortable experience like no other tool. They make fabric fold and stretch just the way it should. And in their touch lies the final approval before we send a new sofa off for delivery.



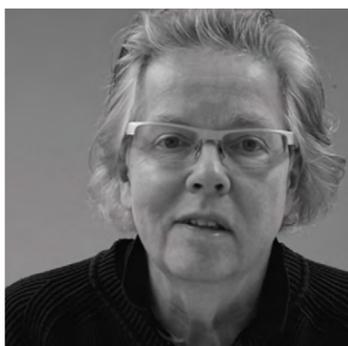
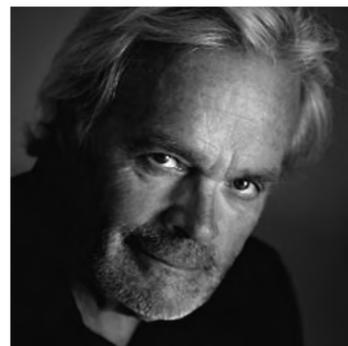
From one pair of hands to another. That's not to say we never use technology—but it's always as a tool, never as a replacement for the person operating it. At SRS every member of our staff is a key player because everyone contributes to making our furniture what it is. That's why we give our staff the best working conditions. Having a human touch in everything we do simply makes our products better.

our designers



STEVEN SCHILTE. Started his career as a student at the Design Academy in Eindhoven. From there he has built a successful career as a product designer working for such renowned companies as Jan des Bouvrie, before going freelance. His furniture designs have won several awards, for instance at the »Salon du Meuble« in Paris, the red dot design awards, the interior innovation award, as well as been nominated for the German Design Prize.

NIELS GAMMELGAARD. A renowned designer who studied under Erik Herløw at the Royal Danish Academy of Fine Arts in Copenhagen, Niels graduated in 1970 and went on to cofound Pelikan Design with Lars Mathiesen, designing everything from small pencils to tricycles and hospital beds. Pelikan is best known for its design of commercial furniture, with many of the most prestigious Danish furniture manufacturers—including Fritz Hansen, Bent Krogh, Fredericia and Erik Jørgensen – among its clients.



DAN IHREBORN. A freelance designer since 1991 with specialities in contemporary furniture and office environments, Dan brings a refreshing perspective to SITS: »For me, sofas and easy chairs should give a simple, light and resilient impression, even if they have powerful volume. They should, of course, also be really comfortable and easy to care for. But above all, their design must last longer than ordinary trends.«

IAN ARCHER. With a passion for sculpture and product design, Ian studied furniture in Birmingham, graduating from the School of Architecture and Design in 1989. He then worked in contract furniture before establishing himself as a furniture designer and then a design director in the domestic upholstery industry. With interests that embrace both classic and modern design, Ian formed his own consultancy. Today his work can be seen in such stores as John Lewis, Heal's, Laura Ashley, Harrods and Couch, as well as many other independent retailers across the UK, Europe and Asia.



what are you in the mood for?

We've chosen to arrange our products by inspiration. Think of our collections as clusters united by a certain feeling rather than categories divided by origin, material or designer. That's why we call them mood collections.

In every mood there are certain features that form the basis for the collection. But the mood is there just to inspire, leaving the final decision up to you. If you think a certain sofa belongs to a different setting than we suggest, who are we to say otherwise?



LIVE THE LIFE YOU LOVE! Bring all fabrics, colours and styles you want and turn your home into a showroom filled with energy, lifestyle and friends. This is where you find furniture to match your personality. And with all these possibilities, who wouldn't like to show off?

Cocktail & design



Bob

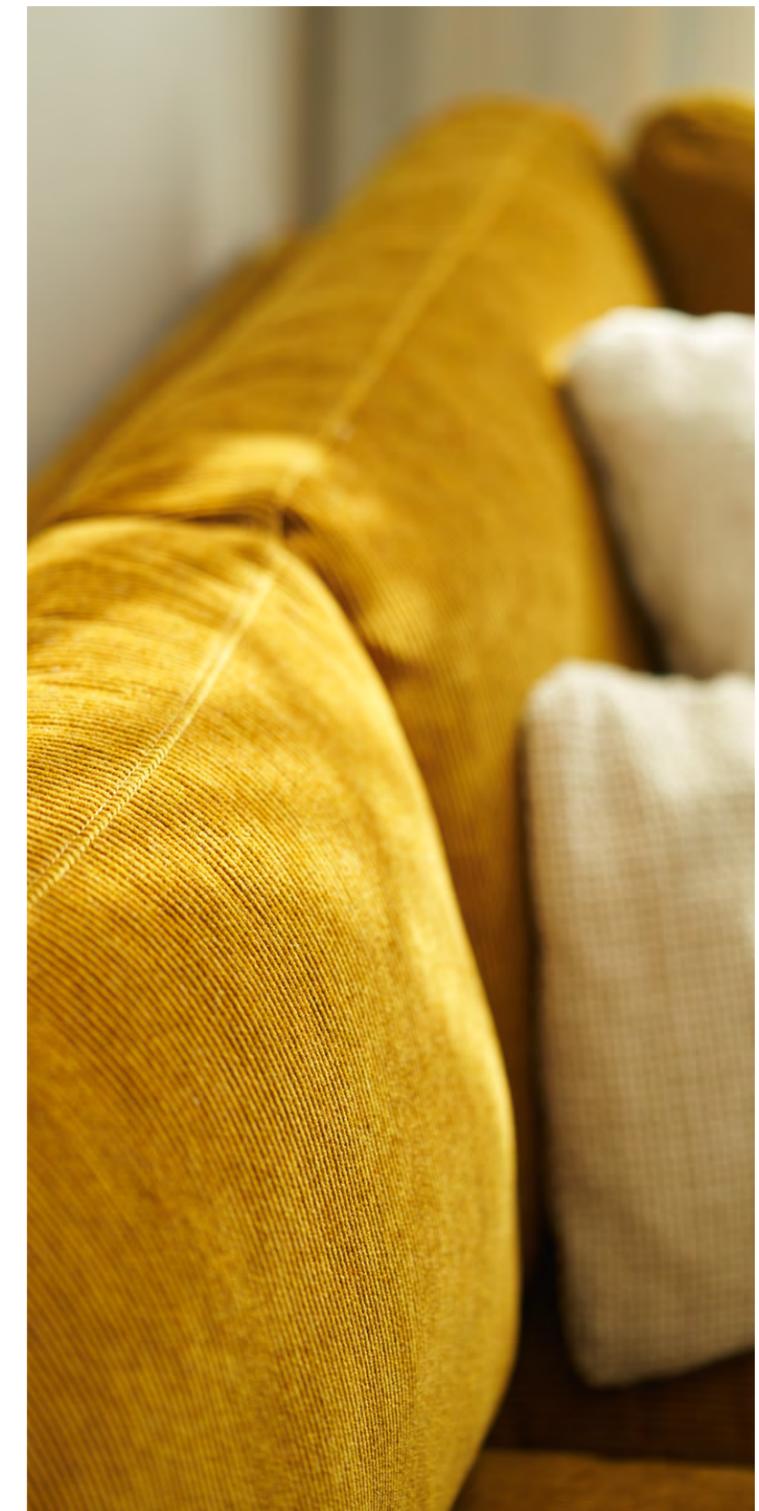
This comfortable armchair is just as soft as it looks. To really round off the design, why not add a matching pouf? Bob is available in fabric or leather, and can be had with metal or wooden legs.



Charlie

The sleek, light look is created by the distinctive upper front panel and thin seat cushion. But don't let that fool you – this sofa lacks nothing in softness. And with an inspiring range of modules it offers unlimited possibilities, including new funnel-shaped wooden legs.





Sigge

Comfort all around, that's what Sigge is about. Want to use the armrest as your backrest? No problem, we've made both just as soft and comfy. And thanks to the modular design, you can create your own arrangement, including your choice of legs and fabric or leather cover.

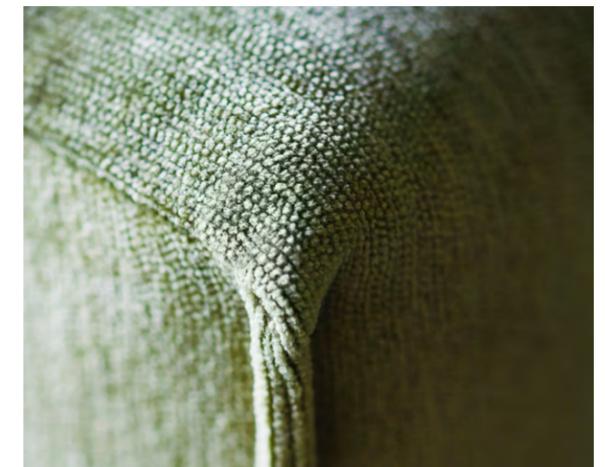


Impulse

How do you want your sofa to look? Add your own personal touch by choosing metal or wooden legs. You can also choose the type of armrest, add armrest cushions, and opt for a fixed or removable cover. All these touches will help give Impulse your unique style.

Liam

Arrange it any way you like – the possibilities are endless! Choose your favourites from a wide range of freestanding and connectable units or pick one of the ready-made sets we have prepared. For this model we are also proud to offer our new comfort option, which features luxurious cushions filled with allergen-free silicone balls.





Isa relax

A recliner is for taking it easy, what else? And no chair proves the point better than Isa, with added points for looking good even when it's on tandby. Available in a number of different covers and cushioning options, Isa is guaranteed to ease into any interior.





Frej

Stripped from all excess and designed around a concept of the contrast between architectural simplicity and inviting softness, Frej stands out from the crowd. With modern, long, sweeping lines and minimalistic aesthetics, it is a sofa that brings a sophisticated and timeless elegance to any high demand interior space or living room. Why not make this sofa even more personal and combine a smooth leather covered frame with natural fabric cushions for a unique contrasting look? With "Frej" the choice of elegance and style is truly yours.



Siri

Siri puts comfort first. A timeless design, with two different seat depths allows you to relax and unwind. Put your feet up on the footstool and return to the real you.



Cleo

Cleo is just as luxurious as it is generous to allow the whole family to come together and hang out in grand style. With bold and unconventional forms, dynamic shapes and international styling, this modular sofa is a loungers dream come true. With quilted detailing and upholstery adding softness, nothing is left to chance. This sofa should be enjoyed as much for its comfort, as for its iconic and luxurious style.



Hugo

The clue is in the cushions. A high resilient foam guarantees comfort and the smooth look of the seat and rear surface. Hugo also offers the choice of comfort lux or standard cushions with stitching to provide an individual and sensual touch.

Alex

The unique backrest and tilted ergonomic footstool distinguishes our bestseller Alex and adds character to the entire room. And while the good looks may catch your attention, it is the exceptional comfort that will make you return.



Oliver

Defined by its conspicuous metal frame, Oliver is a stylish addition to any room. But this chair is not just about design. Have a seat and you'll soon notice that there's more to Oliver than good looks.





Classic

The Classic Coffee table is a minimalist design that is as delightfully simple as it is elegant. A classic frame in stainless or chromed steel, combined with a white, gray or black top.



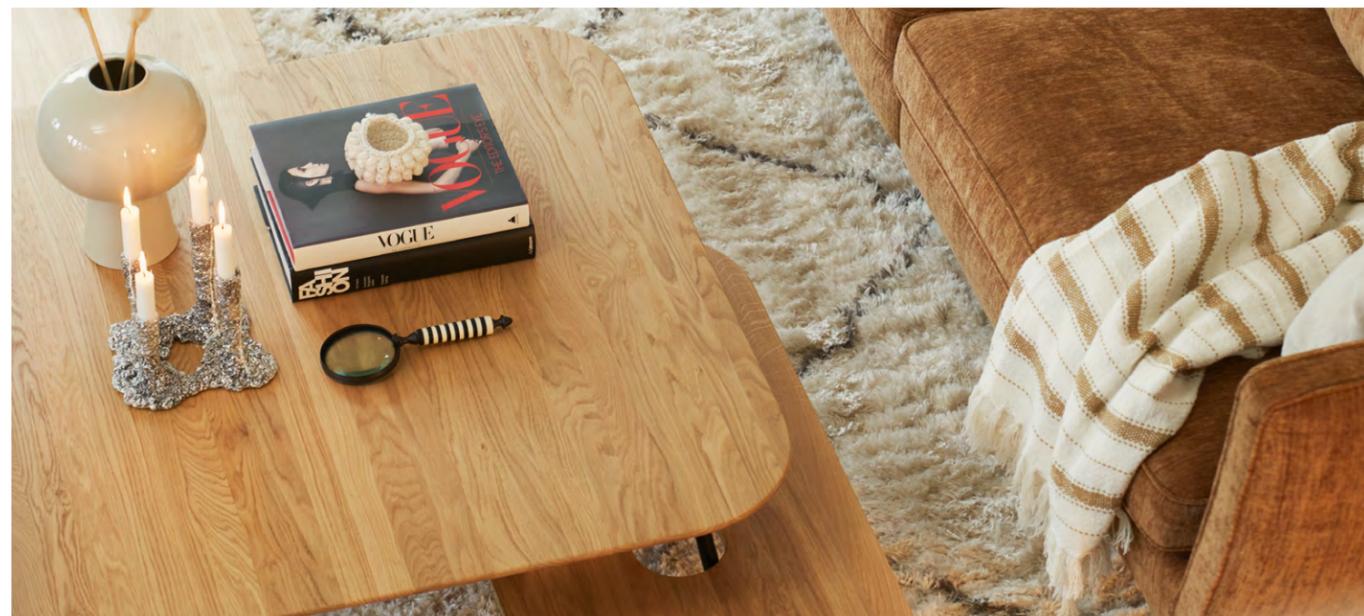
Room

This coffee-table rests on a thin metal frame that is light on the eye, but sturdy enough to cope with all your coffee-table books. Add a soft, rounded wooden top and you've got a simple, yet convincingly stylish companion to any contemporary interior.



Tetris

Is it time to level up your interior? The characteristic holes make Tetris the perfect building block for adding a different and strikingly stylish feel to the room.



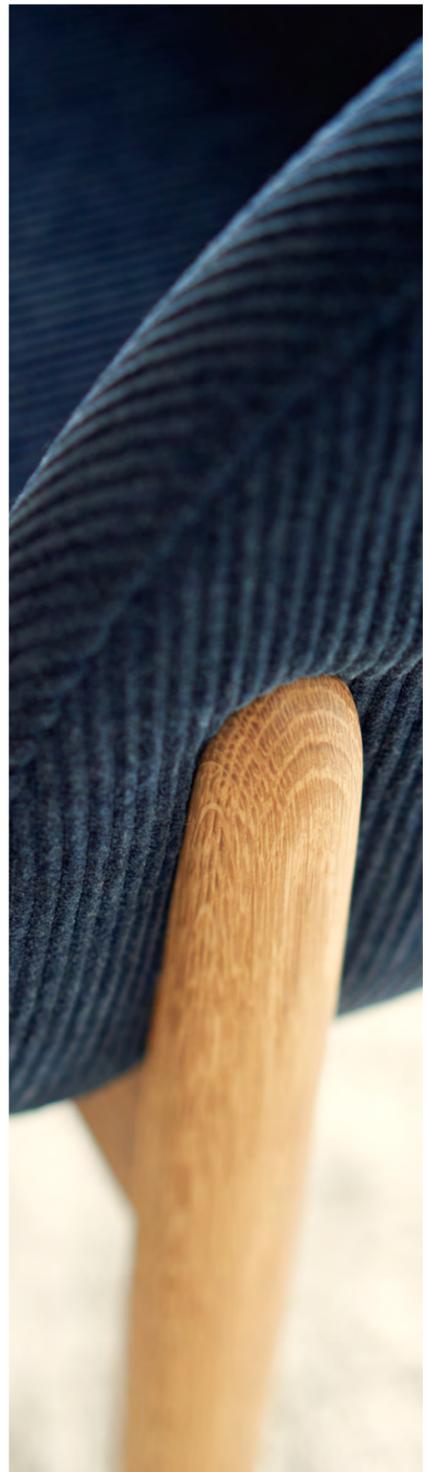


& home family

The world of Home & Family is all about togetherness – spending time with your loved ones and letting time fly, well knowing that not a second of it was ever wasted. This is where everyone feels welcome and there's always room for one more to join in the fun.

Jenny Bistro

Easy on the eye, but anything but lightweight. Jenny bistro is a solid construction with an elegant touch, offering great seating comfort for use at home as well as in public spaces.





Dahlia

Dahlia is an outdoor sofa made only from components tested to withstand the influence of the outdoor elements. As the name suggests, the design is inspired by a flowering garden and its organic and ever-changing natural beauty. With its smooth feminine shapes, rounded armrests and loose hanging cover, Dahlia is modern and relaxed at the same time. Place it pool-side, on the terrace or chill out in your favourite spot of the garden. Of course, you are welcome to bring its elegance inside your house as well! With its removable cover, Dahlia can easily be changed to match the mood of the seasons and extend its longevity too.





Sophia

For those dreaming to lounge in extraordinary high comfort and classic grand style, make Sophia the centrepiece of your room. With its symmetric styling based on wide armrests which are in level with the back, this sofa is also great to the eye. As an added bonus, it comes in many different models, colours, and materials to choose from to provide the best solution for your interior needs.



Anja

Capturing the essence of Scandinavian design with a presence just as beautiful as it is simple, Anja looks stunning from every angle. The signature armrests inspired by the fifties adds an unquestionable character and personality. Available in a multitude of combinations and comfort options, this sofa suits the need of many. Chose from one of our ready-made sets, or create your very own combination for everyone to enjoy.



Stella

Looking for a sofa for the whole family, but with a light, stylish look inspired by Scandinavian design? Well, you might not have to look any further. Stella combines comfort and functionality with an elegantly slight frame a multitude of options.





Moa

If you are looking to add a clear identity and character to your room, look no further than Moa. It is Bound to become a contemporary classic, this modern and playful sofa is both laidback and stylish at the same time. The styling is smooth and elegant, and combined with the elegantly curved lines - this sofa carries a unique urban expression. And better yet, it is just as comfortable as you want it to be.



Valentin

High finish detailing, handcrafted quality and unique Scandinavian design. Valentin fuses the key elements of tufting sofas and combines them into something new and exciting. There is just as great volume to the back and armrests, as there is modern sophistication to its strong identity. Bring out a classic look by matching rich velvets and exposed wooden legs, or give it a modern luxurious twist with a flat weave fabric and metal legs. The choice is yours.





Jack

Make no mistake. With its natural wooden frame and distinctive design, Jack is, without doubt, a luxurious armchair with a masculine and contemporary appeal. Designed around the idea of timeless elegance, style and Scandinavian craftsmanship - this is one for the history books. And one for the great storytellers too.

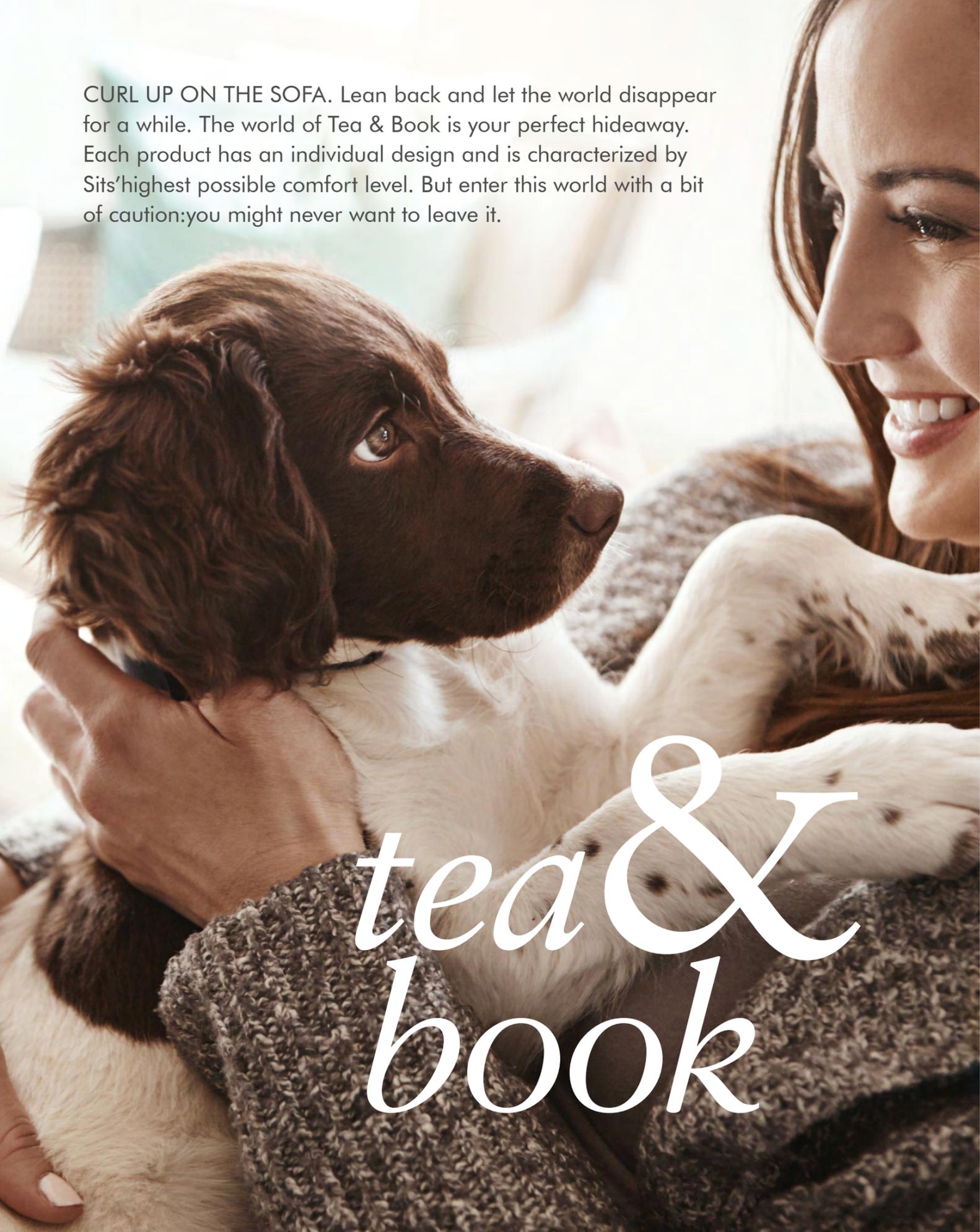


Space

Pardon the cliché, but for our Space table, less really is more. The light metal frame is available in black or white, and can hold a wood or glass surface.



CURL UP ON THE SOFA. Lean back and let the world disappear for a while. The world of Tea & Book is your perfect hideaway. Each product has an individual design and is characterized by Sits' highest possible comfort level. But enter this world with a bit of caution: you might never want to leave it.



*tea &
book*



Amy

Lean back and enjoy the comfort of Amy, a charmingly simple design and the perfect place for letting hours pass by. Find your own level of plushness by choosing between leathers and fabrics.



Heaven

Let comfort come easy. With a wide offer of sofas, armchairs, footstools and corner groups, finding an arrangement that fits into your life is a doddle. The irresistible plush seat cushions and backrest is filled with down. And thanks to the removable covers, we've also got you covered in case of a small accident.





Lill

Lean back and enjoy the comfort of Amy, a charmingly simple design and the perfect place for letting hours pass by. Find your own level of plushness by choosing between leathers and fabrics.





Love

Don't you just love a good table? One that marks its presence in the room without taking over. Sturdy and solid as proof of genuine craftsmanship, yet designed with a delicate and elegant touch. When you find one like that, it must be Love.





Casual

A wood table with a light touch. It can also hold a practical tray for all the things you want to have within reach.



Would you like something to go with that sofa?

This was just a selection of the sofas, armchairs and tables we can offer. To see the whole range, please visit our website sits.eu, or talk to a SITS representative.

visit us at sits.eu

SITS
— *comfortable life*