

**EFG launches new chair in design collaboration with Jonas Forsman:  
"BOW COMBINES SCANDINAVIAN DESIGN AND COMFORT WITH SUSTAINABILITY"**

EFG presents its new Bow chair designed by Jonas Forsman. The stylish chair has a fully separable layer-by-layer design and is engineered using spring steel to provide comfortable back support and excellent seating comfort for long periods.

Today's office environments are constantly changing, and the workplace is characterized by more open spaces for different types of meetings, which requires highly comfortable furniture that is flexible and updatable. In collaboration with Swedish designer Jonas Forsman, EFG has developed Bow, a stylish chair that combines Scandinavian design with sustainability and comfort adapted to suit today's new working methods. As its name suggests, Bow has a backrest engineered with spring steel to provide built-in 'give'.

"The idea behind Bow was to create a circular, well-designed chair that remains comfortable when occupied for extended periods. Here, active sitting is preferable, which is achieved through the 'give' in the back. I also wanted the back to impart a sense of being hugged. Which is why we made Bow with 3D-moulded shells gently shaped to conform to the body and reinforce the sense of invitation," says designer Jonas Forsman.

The warmth of wood meets industrial steel in this neat chair, whose circular design is separable right down to the component level. Until now, it has been difficult to replace parts in this type of chair as sprung backs often used bonding in their structure. Instead, Bow is put together using assembly sleeves, and the seat and back are secured to the frame by screws, which is unique and allows the entire chair to be reupholstered. A major part of the design work involved bringing out the chair's qualities to render its comfort, circularity and sustainability visible.

"Its visible parts highlight the sustainable design and the potential to renovate and update the chair over time. Bow can also be sorted and fully recycled when it reaches the end of its life. It doesn't get more circular than that," says Andreas Mattisson, Manager Product Development at EFG.

Bow is Möbelfakta labelled, and is made from recycled metal, recyclable plastic and FSC®-certified wood (FSC-C00911) from responsibly managed forest and other controlled sources. It has an Environmental Product Declaration (EPD) that lists its contents and environmental impact.

Bow will be available for sale as of March 2024.

**IN BRIEF**

- Designed by Jonas Forsman
- Stylish, highly comfortable meeting chair
- Spring steel provides built-in give in the back
- Separable layer-by-layer-design
- Available with or without armrests
- Stackable and linkable
- Variant with armrests suspendable from table edge
- Möbelfakta labelled
- Comes with an EPD (Environmental Product Declaration)
- Sales start in March 2024

**ABOUT EFG**

With its roots in Scandinavian design, Swedish furniture company EFG has been manufacturing high quality, sustainable furniture for more than 135 years. EFG creates interior solutions for tomorrow's work and meetings in collaboration with studios and designers like FRONT, Form Us With Love, Olle Lundberg and Carl Öjerstam. Through a design process based on flexibility and long product life, EFG drives the development of recyclable furniture that is designed to last and be cherished. The products feature a layer-by-layer design that enable the replacement and repair of components and upholstery, making them easy to update over time.

**ABOUT JONAS FORSMAN**

Award-winning industrial designer Jonas Forsman bases his work on function, creating distinct products with innovative designs, often using new materials or engineering solutions. Jonas has run his own studio in Gothenburg since 2006 and also works as a lecturer and mentor for industrial designers. During his career, he has received the Design S and Red Dot Design Awards several times. Read more at [www.jonasforsman.se](http://www.jonasforsman.se).

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