

Press release

NATURAL INGREDIENTS – AND NOTHING MORE

THE TEAM 7 PROMISE

Anyone who's familiar with the "Reinheitsgebot" probably associates it primarily with beer. This centuries-old German regulation preserves the traditional quality and character of beer by insisting that only certain specific ingredients may be used to brew it. And the Austrian firm TEAM 7 makes a similar promise for its solid wood furniture, made exclusively from carefully selected materials. This pioneer of eco-friendly furniture has its own "Reinheitsgebot" – promising pure natural ingredients only, to protect the essential characteristics of the wonderful natural material, wood.

"Our furniture is made purely with natural ingredients, nothing more," says Georg Emprechtinger, CEO and owner of TEAM 7, explaining this principle in a nutshell. It's all about keeping it pure, in the truest sense of the word – ensuring that the raw material retains the unique natural characteristics of its original form. This is why TEAM 7 uses nothing but natural oils to finish the woods it uses, which are all grown in sustainably managed forests. This includes natural ingredients such as linseed oil, soy oil and beeswax. In contrast to finishes such as varnishes or stains, this ensures the wood is environmentally safe and retains its open-pore surface. It can breathe.

"Unspoilt natural wood is an extraordinary material that has a positive effect on people in so many ways," says Emprechtinger. For one thing, wood has a sensual appeal and warmth that creates a pleasing sense of security. In physical terms it also brings a balanced, healthy air quality to a room, by absorbing and releasing moisture, thanks to its open-pore structure. "The feeling we get from a walk in the woods – the fragrance, the way it enlivens our senses, a calming effect – that's what we want to bring into people's homes with our solid wood furniture," explains Emprechtinger. Another important aspect is that naturally treated wood has both antistatic and anti-bacterial properties – and acts as a carbon storage. One cubic metre of wood stores the carbon from a tonne of CO₂.

Thinking in terms of ecological cycles and careful management of natural resources has been fundamental to TEAM 7's principles since the 1980s. At the heart of this philosophy is its "Reinheitsgebot" – the promise of purity – ensuring that all its furniture is made in such a way that it can be returned to the cycle of nature at any time – the "cradle to cradle" concept. A crucial part of the systematic approach behind this promise is the fact that from the forest to the finished furniture, everything is in TEAM 7's own hands. By keeping to a home-grown, fully monitored supply chain, TEAM 7 can guarantee that its high environmental standards are upheld, and so too its distinctive premium quality. And in every piece of furniture, the unique character of the wood is conserved.



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This press release, in addition to other press materials and photos, is available for download at www.team7-home.com

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