

Press release

NATURALLY RESTORATIVE REST AT NIGHT

TEAM 7: TRADITIONAL CRAFTSMANSHIP AND SUSTAINABLE PRODUCTION MEAN YOU CAN SLEEP EASY

Furniture made from solid wood adds a special cosy touch to a room. Wood is calming and relaxing, exuding a sensual warmth. Characteristics that transform a bedroom into a place of comfort and wellbeing. Naturally finished, open-pore wood absorbs moisture and releases it gradually back into the room – helping to maintain a pleasant indoor air quality.

“It’s like going for stroll in the woods, when you step into a room with solid wood furniture. It just feels wonderful,” says Dr Georg Emprechtinger, CEO and owner of the Upper Austrian furniture manufacturer TEAM 7. The company creates solid wood furniture for all living areas and its unrivalled expertise with wood has made it a global market leader. For over 40 years now, the company has been a leading innovator in eco-friendly furniture, creating designer pieces in harmony with people and nature. “We were already eco before it was cool,” says Dr Georg Emprechtinger, pinpointing the company’s pioneering role. The wood used to make the furniture is sourced from sustainably managed forests, and is treated exclusively with natural oil. Furniture made in this way has a beneficial effect on its surroundings, and after many years of use, it can be returned to the cycle of nature.

A key feature of TEAM 7 solid wood beds is their metal-free construction. They are made using strong, traditional wood joints instead of screws, and can be disassembled for easier handling if you move house. These meticulous construction methods are emphasised by the outstanding craftsmanship and attention to detail that is pivotal to the way TEAM 7’s carpenters work. The company offers an extensive range of bed designs and wood types to choose from, as well as perfectly fitted mattress systems and accessories for supremely healthy sleep. Another key factor is their use of carefully selected natural materials, from renewable sources. Combined with bedside cabinets and individually customisable wardrobe systems, these healthy living beds transform a bedroom into a comfortable, calming dream factory.

As well as using natural materials, TEAM 7 is deeply committed to making furniture that lasts. To be environmentally friendly, products need to keep their good looks and strength for a long time. So alongside high-quality, local manufacturing, this eco-furniture pioneer aims to create timeless designs. This means that while the design style of each piece of furniture always holds a contemporary appeal, it is also neat and subtle – to be admired for generations to come. The wood itself is always the star, meticulously crafted to show it at its best, and perfectly proportioned. These aesthetic principles have won TEAM 7 more than 50 design awards over the years. “You need to have control of the entire value creation chain to be able to guarantee the quality and value of a product. Every stage of work carried out in our green production plant is a carefully considered element of the whole process. The result is a product that is

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

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more than the sum of its parts – it’s an expression of our whole philosophy,” says Dr Georg Emprechtinger, explaining his passionate commitment to craftsmanship and sustainability.

From the forest to the finished bed there are many stages in the manufacturing process, which are all controlled by TEAM 7. The company has its own forest, its own sawmill, and its own board factory and furniture factory. The company forest not only supplies a range of woods for the furniture – although not all of it – but TEAM 7 apprentices also help to manage the forest and replant it. This practical, hands-on responsibility taken towards the forest teaches respect for nature and fosters a caring approach to the wood as a material. This is the heart and soul of every piece of furniture crafted by TEAM 7.



float bed



light bed



riletto bed



times bed

Photos: TEAM 7