

Press release

## ALDER WHITE OIL AT TEAM 7: COMEBACK OF A CLASSIC

It was the first type of wood that TEAM 7 used to make natural wood furniture and still stands for the company's sustainable philosophy today: alder. Because its wood grows back quickly, is extremely hard-wearing and also impresses visually with its lightness and elegance, it is high time for a comeback. The surface finish with white oil and new attractive planning options in all living areas ensure this.

### In the beginning was the alder

When TEAM 7 consistently went green at the beginning of the 1980s, alder played a decisive role. Virtually unknown in furniture construction, it fulfilled all ecological requirements and sustainability criteria: It grew in local forests and quickly at that, and the warm, reddish-blond wood appearance also proved to be stylish and timelessly beautiful. In order to successfully utilize alder wood, TEAM 7 founded a panel factory, invested in its own sawmill in the middle of an alder-growing area - and thus had the entire value chain in its own hands for the first time. This vertical integration, which extends from the tree to the finished product, created the foundation for the high-quality and sustainable furniture production at TEAM 7. To this day, alder perfectly embodies the ecological principles of the brand.

### Comeback with style

After recently focusing on woods such as oak and walnut, TEAM 7 is now putting alder back in the spotlight. The manufacturer has been successfully using alder wood for its kids furniture range for some time now. In addition to the natural oil finish, the white-oiled surface in particular creates an atmosphere of warmth and security. Reason enough to expand the portfolio: All TEAM 7 products that were already available in alder natural oil can now also be selected in the alder white oil finish. The lighter surface gives the wood type a lightness and freshness. It blends seamlessly into contemporary home architecture and harmonizes with different colors and design ideas, such as the cosy Scandinavian style. The creative scope for planning individual furnishing concepts is thus extended once again - for all living areas.

### A bright pleasure

In combination with the new white oil finish, alder wood guarantees a soft, silky feel that further enhances the feel-good factor in your own home. The light-colored pieces of furniture are perfectly accentuated by a new 24-volt lighting system that creates a lighting mood that is elegantly matched to the wood at



taso table with flor chairs and bench

---

This press release, in addition to other press materials and photos, is available for download at [www.team7-home.com](http://www.team7-home.com)

### Contact information for editorial offices:

TEAM 7 Natürlich Wohnen GmbH  
Braunauer Straße 26 | A-4910 Ried/Innkreis  
Telephone: +43 7752 977-700  
E-mail: [info@team7.at](mailto:info@team7.at) | [www.team7-home.com](http://www.team7-home.com)

GeSK agentur für public relations  
Ziegelstraße 29 | D-10117 Berlin  
Telephone: +49 30 21750460  
E-mail: [pr@gesk.berlin](mailto:pr@gesk.berlin) | [www.gesk.berlin](http://www.gesk.berlin)

all times. Incidentally, fans of the classic alder look can still choose the natural oil version: The classic finish highlights the red-golden hue of the wood and exudes a wonderful feeling of coziness. What's more, TEAM 7's alder wood furniture is attractively priced and brings (style-)conscious living into every home.



**filigno** wall unit



**cubus pure** highboard and sideboard

Photos: TEAM 7