

Press release

NATURALNESS RIGHT FROM THE START: KIDS FURNITURE PROGRAMME FROM TEAM 7

Children's rooms are more than just bedrooms. In their very own personal realm, children give free rein to their imagination, they play and romp, fool around, laze around and only come to rest when they are tired. The kids programme from TEAM 7 aims to create just such a place for children in their own home: with functional furniture that offers plenty of scope for creative design options - and a natural environment for healthy growing up.

As explorers of their little big world, children quickly transform their room into a chaotic adventure playground. The demands placed on furniture are high: safety, durability and resilience are the most important factors here. What's more, children's rooms are dynamic and are constantly changing as the children grow up. So it doesn't take long for the fairytale palaces and knights' castles of yesteryear to become teenage dens whose moody inhabitants prefer to remain undisturbed. The **kids** programme from TEAM 7 tries to take all this into account. Its various pieces of furniture ideally accompany the little ones through their entire childhood - and sometimes far beyond.

From the baby room to the children's room to the teenager's room

kids leaves nothing to be desired right from the start: Healthy growing up starts here in the mobile baby cot. The minimalist frame made of solid wood and a special knitted fabric made of recycled polyester is a cosy nest in which the newborn baby can find security and undisturbed sleep, shielded from external influences. The fabric can be easily removed and the integrated fabric pockets offer plenty of space for nappies and wet wipes. High-quality wheels and the low weight also make the cot mobile and flexible. Disassembled into just a few elements in no time at all, it is also easy to transport as an alternative travel cot - and can also be hired if required.



The height-adjustable slatted frame of the **kids** cot can be adapted to the child's mobility. Initially in a higher position so that the child can lie comfortably in bed, the mattress can simply be lowered as soon as the child learns to pull themselves up on the bars. Two removable rungs allow older children to leave the cot on their own. Once they have outgrown it, it suddenly transforms into a cosy sofa - and becomes the perfect place for cuddling and storytelling.

The **kids** wall module also shows how versatile baby room furniture can be: When folded out, the shelf provides a stable and safe nappy-changing area. Once the child is out of nappies, the module can be used as a functional mini-office, including integrated LED lighting and socket strip. A mobile container placed directly under the shelf rounds off the multifunctional corner and keeps all the necessary utensils to hand - whether nappies and cream or paper and pens.

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

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Wonderfully versatile

The actual children's room is designed according to the same philosophy: It changes along with the child's needs - and grows with them. The innovative **kids** bed system, for example, can be flexibly adapted. Sophisticated add-on extensions quickly transform the single bed into a cave bed, loft bed or bunk bed, with the integrated bed surround guaranteeing the necessary protection against falling out. An optional platform for all four sides of the bed offers generous storage space as well as additional seating and play areas.

If visitors spontaneously stay overnight, the tandem lounge provides another place to sleep. The single bed can be converted into a comfortable double bed in no time at all. The additional sleeping surface can be stowed away just as quickly under the bed to save space. A high-quality soft-closing mechanism also ensures that no one's head is hit when tidying up.

The **kids** wardrobes and shelves, which are based on a common body system and can therefore be perfectly combined with each other, guarantee the necessary organisation in children's chaos. Hinged doors and drawers at the bottom of the shelves allow easy access for children and help them to develop their own organisation system. The wooden handles also contribute to this, making it easier for small children's hands to open and close. A mobile tambour door can also be used anywhere in the room, only to be hidden away again later in the wardrobe. The upholstered seating niche is a particular highlight: it is the perfect place to retreat to for a little time out - whether to read, listen to music or daydream.



Growing and learning

Because children's rooms are always also learning rooms, the question of a suitable children's desk arises at the latest when they start school. With its flexible adjustment options, the **kids** children's desk is just as suitable for children starting school as it is as a long-term companion into adulthood. Easily height-adjustable, it adapts to the ergonomic needs of the child's height. This flexibility also applies to the numerous optional features - such as the partially tilting table top, the clearly organised cable management or a practical drawer. If additional storage space is required, the specially designed mobile pedestal is the ideal companion, while the flexible decorative shelves with their elastic bands add a colourful touch.

The perfect match: The children's desk chair, whose seat height, seat depth and backrest can be easily and intuitively adjusted to the child's height and desk height. Like the other furniture in the **kids** range, it features a clear design language that is reduced to the essentials: it allows the furniture to be staged in different ways at different stages of a child's life - without ever appearing outdated or outmoded.



Real wood for a healthy indoor climate

All products in the children's furniture range are made from real natural wood. As a material, it has a unique feel: it lives and breathes, provides warmth and cosiness and makes us feel comfortable and at home. At TEAM 7 **kids**, alder with its simple wood look is the first choice. You can choose between the white oil finish, which gives the surfaces a very light appearance, or the natural oil version, which emphasises the warm, red-golden colour. As a local type of wood, alder perfectly complies with TEAM 7's ecological principles: it is hard-wearing, grows back quickly - and therefore provides the raw material for furniture that lasts at least as long as it takes a new tree to grow.

All wood for TEAM 7 children's furniture is glued without formaldehyde and treated exclusively with natural oil. In this way, it remains free of harmful substances and retains its many positive properties. For example, it absorbs moisture and releases it again when the air is dry, thus promoting a noticeably healthy indoor climate. What's more, solid wood furniture is practically indestructible, even the traces of years of use or small dents and scratches can be easily removed. In this way, TEAM 7 **kids** helps to create a healthy environment for children of all ages in which they can feel safe and at home - right from the cradle.





From changing station to mini-office: the wall module



One becomes two: the tandem lounge



Photos: TEAM 7

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