



Press release – Flokk - Profim Revo

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Endlessly Configurable, Infinitely Recyclable

Polish brand Profim debuts Revo- a revolutionary modular furniture system designed by London based design studio Pearson Lloyd.

By launching Revo, Profim has not only created a new dynamic language of workplace design, but also taken the next step towards circular economics.

Climate Change and a New Work Culture

Introducing new circular solutions in response to the climate crisis and a dynamically changing work culture are two key routes for Profim. Revo- the quite literally revolutionary modular seating system created by Tom Lloyd and Luke Pearson.

“Pearson Lloyd are among the very best at identifying social trends. It is astounding how so many of their predictions at the beginning of the design process, even before the pandemic, have become a reality: hybrid work models, a heightened value placed on connectivity and social interaction as well as the juxtaposition of the freedom offered by the revolution in communication technology versus the natural desire for face-to-face contact. Thanks to designs such as Revo we are ideally prepared to meet these new demands”- Magdalena Borowiec, Marketing Director, Profim.

Squaring the Circle/ Organic Design

The Revo collection encompasses a range of sofas, tables, pouffes, screens in softly contoured organic shapes. This simple design aesthetic inspired by the concept of ‘squaring the circle’, creates a gentle geometric language that not only makes the collection distinctive, but also allows it to be assembled in a huge variety of different ways.

96 Configurations

Revo’s seats and screens are complemented by a range of tables of different heights and sizes. Revo supports 96 distinct modular configurations, so it can be customised to meet the needs of any space or style of work- solo to team-based, formal meeting to spontaneous collaboration, focused individual work to group brainstorming. Revo has been designed to supply a cohesive design aesthetic in the fluid dynamic of the modern office space.



Endlessly Recyclable

“Revo represents a radical change of concept in upholstered contract furniture in terms of environmental awareness. Substituting the plywood base with REPP, we have maximized the possibility of recycling the materials. Plywood has no circularity. REPP, which is already in its second life, can be fully remoulded for a third, a fourth, ad infinitum” - Luke Pearson, Pearson Lloyd. By substituting plywood with REPP (recycled expanded polypropylene) both the amount of natural resources and carbon footprint have been reduced. REPP is extremely lightweight, a reduction of around 40% on traditional plywood upholstery. REPP has a host of other advantages, including outstanding energy absorption, an exceptionally high strength-to-weight ratio, and resistance to impact, water and chemicals. With no additives (such as glass fibre), REPP can be endlessly remoulded, meaning that at the end of its life, Revo components can be separated into their component materials, and returned to the manufacturing cycle.

To further facilitate recycling of component parts, upholstery is fixed onto the folded REPP using a tethered drawstring, which means no glue or staples are needed, further facilitating disassembly. In total, 74% of the materials used to make Revo are recyclable – compared to 5% in traditionally made upholstered furniture.

Lower Carbon Emissions

Minimising energy consumption at all stages of production – from manufacture to shipping – was of course a priority for Pearson Lloyd and Profim. Revo generates a carbon footprint of 163 kgCO₂ in production and 9.5 kgCO₂ in transportation – respectively, 13% and 40% less than conventional wood-based furniture construction. Furthermore, Revo is manufactured at Profim’s home in Turek, Poland, using locally available supply chains.

The Designers

Founded in East London in 1997 by Luke Pearson and Tom Lloyd, the design office Pearson Lloyd works with manufacturers, brands and public bodies to identify and build products, spaces and services that respond to the challenges of the day and enhance our experience of the world. Their philosophy of ‘Making Design Work’ emphasises the studio’s passion for the act of making functional, beautiful and efficient solutions that serve equally the needs of their clients, their users and society.

Profim

For over 30 years Profim have been creating friendly working environments. Regardless of how, where and with whom you work – the foundation is the perfect seat. Technologically refined and ergonomic, it supports people in their everyday effective work. Working on a large scale, Profim feels jointly responsible for the global ecosystem. Mass production multiplies small changes into thousands of copies, which is why they are changing old habits to the new standards of a circular economy.



Circular Economy

Since the industrial revolution, we have been supplying the chain of linear production – we produce all kinds of goods intensively using natural resources. Useful items become waste at the end of their life cycle, putting an additional strain on our shared ecosystem. We are all responsible for the past, but even more so for what lies ahead. Profim is changing standards of production- from linear to circular by reducing the use of natural resources through introducing materials made from recycled waste. Profim products are durable and made to last, but at the same time they are easy to disassemble and recycle. As a brand they are transitioning step by step from a linear production model to a closed production circuit.

Profim is committed to sustainability and is striving to ensure the principles of the circular economy are embedded in its production, whilst remaining affordable and thus reaching a wide consumer market. The aim is for the sustainable solutions proposed by Profim to be affordable and thus reach a wide market.

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Med vänlig hälsning / Best regards