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value

ivars Magazine

Innovation, whose aim is wellbeing, comes from research and development.

Innovation and wellbeing: *it is a fundamental couple that comes from a strategic and strong activity of research and development.*

Offering a comfortable working place to people that spend a lot of time sitting on a chair in front of a PC is not at all easy. The aim to offer products able to assure comfort and wellbeing to body and so to mind, letting people be concentrated on their work is quite hard. Researching, studying, observing, creating new proposals, developing new models: it is an exciting activity with a strategic role at the same time.
In IVARS the research and development activity is the real heart of the business: *we work with passion in order to create performing products as far as wellbeing and comfort are concerned. We want our clients to have very good products.*

Mechanic regulations, lumbar supports, seatbacks, armrests and the whole seat are tested a lot of times. The results of the tests are analysed in order to have a perfect product. We work considering people as the center, this is IVARS' philosophy in every activity.

Of course it is a guideline for our research and development office. Developing new ideas, creating, giving life to new accessories in the name of innovation is our job. "New culture in the working place" was ORGATEC 2018 claim:
for IVARS it is a must, present in everything we offer to market.

Cristian Ballerini
Ivars SpA - R&D Manager

Our culture@work.

Which is the good atmosphere in the working place?

This is the theme proposed and developed by ORGATEC 2018, the leading international fair dedicated to office and contract seating and furniture. Culture@work was the title of the 2018 edition.

In Cologne, during the five fair days last October, new visions and innovative proposals for the office world have been shown.
IVARS believes that people are in the center of the developing process inside the working place and in companies. IVARS gives value to the job done by workers and collaborators, offering a comfortable and dynamic working place to "cultivate" professional development and improvement and to give inspiration to new ideas. A clear example of the central role of people inside the company comes from the research and development office, where technicians and workers have changed the way to think the office seating thanks

to the creation of products and accessories that are very innovative.

IVARS pays a high level of attention to its clients: a new catalogue is available based on the experience and capability of the company. The dedicated projects, tailor made solutions are the core services that let IVARS be the right partner. Thanks to suggestions, technical information, results of tests

IVARS workers will lead the clients towards the best solution to create a high standard product that replies to final clients need in the working place.

This is the **real meaning of Culture@work in IVARS' point of view.** In ORGATEC IVARS **presented a new philosophy and new working approach.**

_ Silvia Pessini
Ivars Press Office

Performing ergonomics

Comfort revolution.

A comfortable and stimulating place is the basis to work well.

A comfortable and stimulating place is the basis to work well. IVARS believes in this concept and the result comes from the research and development department.

The comfort revolution signed by IVARS is based on project methods for seating and components.

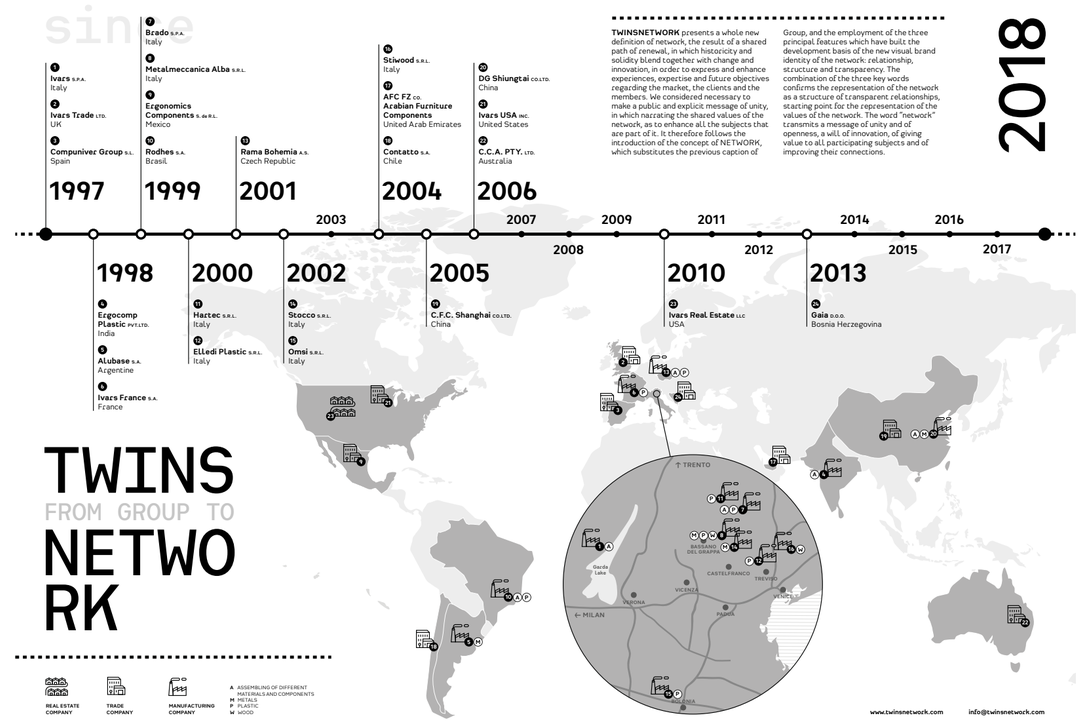
Harmony, comfort and wellbeing are the keywords that lead the R&D department to develop each product in the name of ergonomics and functionality. The final client has to feel at ease once sitting on the chair.

Two recent examples that are developed in adherence with innovation and wellbeing concepts are I70 and Eve lines.

Seatback models are evaluated on the basis of prototypes which are developed by IVARS' 3D printer. The results of this first step are then compared to the rules and standards and are adjusted. It is a very precise working process that is going to involve eight new seating projects by IVARS with a good result on an economic point of view.
EVE is a broadly developed model, it is an "ever green" for the office space; IVARS has decided to give to EVE new freshness working on ergonomics and design, in order to have a comfortable, beautiful "ever green" product. IVARS is also developing a new "Executive" seating from the starting points of ORGATEC.

_ Silvia Pessini
Ivars Press Office

The international TwinsNetwork in Orgatec.



TWINSNETWORK, the natural evolution of Twins Group.

"Structure of transparent relationships" - that unifies companies with a long term experience and know how. Companies that have made the history of components and seating for offices, public spaces and private spaces: the natural evolution of Twins Group - TWINSNETWORK - has been presented during ORGATEC.

Twins Group has been founded in 1997 with 27 companies; today Twins Group has the new structure TWINSNETWORK to improve the collaboration between the companies, their commercial strength around the world, the marketing structure to promote the values of Made in Italy products.

TWINSNETWORK lets companies adopt a new approach, starting from the fact that the value of a group is much higher than mathematic sum of each company.

The network is going to give value to solidity coming from the concrete collaboration of all the companies. More than 20 years ago the project began, and IVARS has believed in it. Today, from ORGATEC, the challenge is still strong and the aim to be competitive and suitable for international markets is a real point.

IVARS is ready and wants to face the challenge, thanks to its strength that comes from the collaboration value.

_ Silvia Pessini
Ivars Press Office

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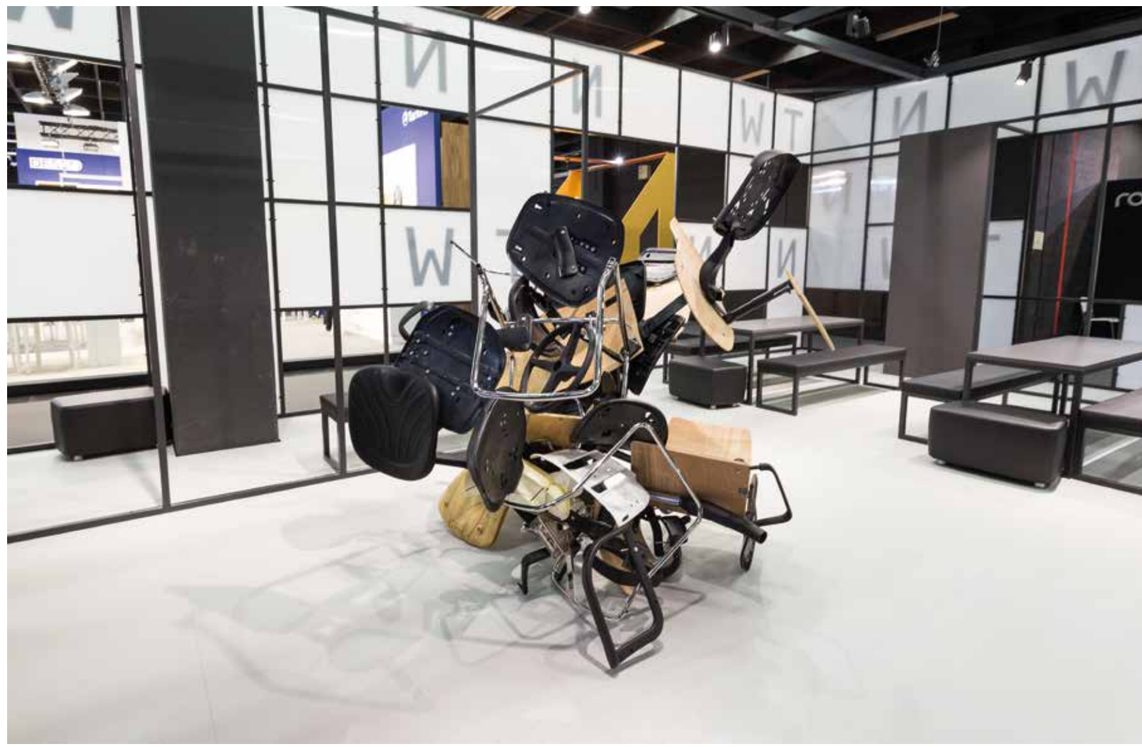

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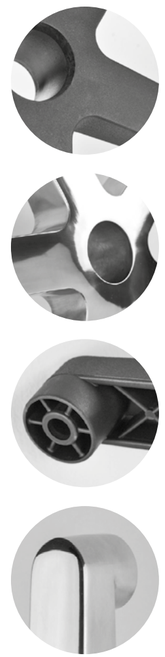
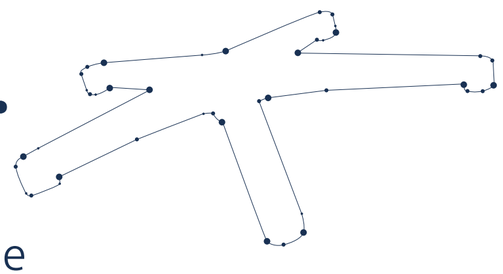


Available in plastic and aluminum

Alaska: the essential base. Sheer elegance.



he novelty by IVARS, in the name of design and versatility

A new family of bases characterized by simple design and elegance: **IVARS presents Alaska, good for any place and area.**

Alaska offers an elegant touch and a high level practicality to offices, contract or executive sector. Soft lines and simple shapes are Alaska's characteristics. The new family of bases by IVARS is available in plastic or aluminium. Available diameters: 600, 640, 680,700

IVARS: MAN IS THE CENTER OF EVERY CHOICE

Melania. The perfect choice.

If you think that simplicity is not the synonym of banality, if you are looking for simple shapes and minimal design, Melania is your chair.

Available in net version or to be covered with up-down seatback. Its essential style with accommodating and strong lines will conquer you at first sight. *YOU WILL NEVER STOP LOVING IT, FOR ANY REASONS.*

ivars TWINSNETWORK
your added value

www.ivars.it