

PRESSNOTE / ASH

## A sofa with dual functionality New product from Eilersen



**Jens Juul Eilersen has designed a new sofa for Eilersen. A sofa that represents joy, comfort, quality and functionality. This new classic sofa, with its tight look, is called Ash, and goes well with small leather or fabric cushions. A sofa with a timeless expression.**

**Ash is extremely comfortable, because it isn't just a sofa – it also doubles as a spare bed. To this end, Jens Juul Eilersen focused on maximum comfort in the seat cushions, so you can feel as well-rested as if you were in a real bed.**

### **Functionality and aesthetics**

For more than 50 years, Jens Juul Eilersen has contributed towards improving the comfort and aesthetics of the home. And now he's back again, combining these two concepts and designing a sofa with dual functionality – a sofa and bed in one.

Ash is a descendant of Great Lift, one of Jens Juul Eilersen's greatest classics. It has the same tall back and choice of cushions, though with a simpler style.

### **Leather or textile**

Eilersen has decided to launch Ash exclusively in a dark green leather version, so as to accentuate its slender body. However, it is up to you if you would like it upholstered in leather or in one of the numerous fabrics offered by our company.

Ash will launch in February at the Stockholm Design and Light Fair, and then with selected distributors in Europe, America and Asia.

**Product specifications:**

Designer: Jens Juul Eilersen

Dimensions: Ash is available in several sizes: sofa, closing section, corner section and centre section.

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For more information:

<http://www.eilersen.eu/>

<http://www.facebook.com/eilersen>

<http://www.instagram.com/eilersen>

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## **Background information**

### **N. Eilersen A/S**

Founded in 1895, the company has given name and life to many classics. Founder Niels Eilersen was the first in Denmark to use steam to shape wood, and innovation and tradition are still hallmarks of the company. Since the 1930s, N. Eilersen A/S has produced furniture with a focus on top quality materials, comfort and durability. This strategy has made Eilersen a well-known and recognized brand both nationally and internationally, and several of their sofa models carry the designation “state of the art”. N. Eilersen A/S is a family business, currently operated by the fourth generation.

The fact that a piece of furniture bears the Eilersen name is a guarantee of excellent quality, comfort and unique durability.