

TEAM 7 TURNS 60 – IT'S A TREE STORY

A tale of passion for wood

“All over the world: we have made eco furniture mainstream.”

Companies that think outside the box, with global perspectives and sustainable principles, pioneering new directions, are trendsetters that shape the future. TEAM 7 is one of these. This solid wood furniture maker from Austria made a commitment to the “green path” a long time ago, and over the last few decades the company has given eco-friendly furniture a complete facelift. As thoroughly modern artisan producers, with high design standards and a distinctive aesthetic identity, they are also passionate about wood as a natural material, and committed to traditional values; they make furniture for all areas of the home, and sell their products in more than 30 countries across the globe. It's also a success story: TEAM 7, whose solid wood furniture is in demand all over the world, employs 770 people and in 2017 passed the sales milestone of 100 million euros.

CEO, owner and creative inspiration for TEAM 7 is Dr Georg Emprechtlinger. He is the driving force behind the company's high standards, with a clear vision: “It is only by manufacturing responsibly, in a way that will remain viable for the future, that we can leave behind a world worth living in for the next generation.”

“The TEAM 7 brand is a promise of quality.”

TEAM 7 furniture is made using ecologically sound processes, which appeals to modern environmentally conscious consumers who love nature and who combine eco-thinking with high lifestyle aspirations. Individualists who care about quality, a harmonious work-life balance and ecologically responsible manufacturing. This is exactly what untreated solid wood furniture from TEAM 7 offers. Because here everything is authentic. All cabinet elements are made using solid wood, for the interiors as well as exteriors, treated with nothing but high quality natural oils, and produced with a commitment to sustainable use of resources. Untreated natural wood also has positive characteristics that are directly beneficial to our wellbeing: its open-pore, oiled surfaces are free of harmful substances, regulate indoor air quality and absorb odours – a breath of fresh air, in the most literal sense.

Our passion for this material and for nature are unmistakable in every single piece of our furniture. With our high standards in aesthetics and innovation, we are inspiring more and more people around the world to pursue a sustainable way of life. “Made in Austria” is a trademark characteristic of TEAM 7, alongside care for our employees and the environment, and the highest standards in manufacturing. This brand is known for award-winning design, with numerous internationally recognised quality marks and certifications.

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

Contact information for editorial offices:

TEAM 7 Natürlich Wohnen GmbH
Braunauer Straße 26 | A-4910 Ried
Telephone: +43/7752/977-700 | Fax: +43/7752/977-222
E-mail: info@team7.at | www.team7.at

GeSK agentur für public relations
Ziegelstraße 29 | D-10117 Berlin
Telephone +49/30/217 50 460 | Fax: +49/30/217 50 461
E-mail: pr@gesk.berlin | www.gesk.berlin

TEAM 7

“We combine traditional craftsmanship with the advantages of manufacturing technology.”

We all aspire to certain values, and respect things that have a distinctive charm and personality. Cheap mass-produced items, turned out in large quantities, are no longer in demand. Today people are looking for unique pieces, items that are specially made for them. “Hand-made” is a reaction against industrial production. Tangible quality, made to measure, appeals to the senses and conveys joy as well as authenticity. At TEAM 7, the emphasis is on traditional craft skills. Our production methods do of course make use of the latest technologies for wood processing, but two thirds of our employees in the production area are traditional artisan carpenters who have studied their craft and love it. This is what makes the tangible difference, the unique character and spirit of our products.

“Today TEAM 7 can fulfil almost any individual wish.”

Today’s consumer wants custom-made products. They have to fit like a perfectly tailored suit. In form, colour and finished style. This is why in future, high levels of individualisation, right down to producing one-off items, will be increasingly important. We already have a significant advantage here, and it makes sense to build on that. Thanks to the enormous flexibility of our designs, we are able to make rapid adaptations to suit customer requirements and the changing markets. With a high level of design, numerous options for finishing styles and our extensive range of services, we can provide this kind of added value.

“The big issue for the future is digitalisation.”

TEAM 7 has perfected individuality – and is already looking to the future: we see this as an area with enormous potential for development. Our customers want ever more individual homes and are prepared to pay for this. Our job is to make their dreams come true. Quickly and easily, all over the world. So topics like digitalisation and logistics are high on our priority list. Globalisation, Industry 4.0, digital challenges, new markets, increasing individualisation and formal requirements present many new challenges for the European furniture industry. Changing customer needs and market mechanisms will continue to transform our sector. So we are already setting our compass and working towards maintaining a robust performance in the future. For TEAM 7 there are many exciting perspectives ahead: we are committed to bespoke manufacturing and yet also enjoy the advantages of a large volume producer. This allows us to combine traditional craftsmanship with the advantages of new technology, in the best possible way.

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

Contact information for editorial offices:

TEAM 7 Natürlich Wohnen GmbH
Braunauer Straße 26 | A-4910 Ried
Telephone: +43/7752/977-700 | Fax: +43/7752/977-222
E-mail: info@team7.at | www.team7.at

GeSK agentur für public relations
Ziegelstraße 29 | D-10117 Berlin
Telephone +49/30/217 50 460 | Fax: +49/30/217 50 461
E-mail: pr@gesk.berlin | www.gesk.berlin