

Fora Form launches reform program for original furniture

Around 140,000 tonnes of office furniture is thrown away in Norway every year, and approximately one in four pieces of furniture that are thrown away is in usable condition. Now Fora Form is launching a comprehensive reform program for original furniture as the first furniture manufacturer in Norway.

- The green transition affects the furniture industry to the greatest extent. We must act now to achieve the goal of zero emissions by 2050, a goal we can only achieve by reducing emissions on a larger scale and utilizing the resources that have already been produced, says Thomas Haram, general manager of Fora Form.

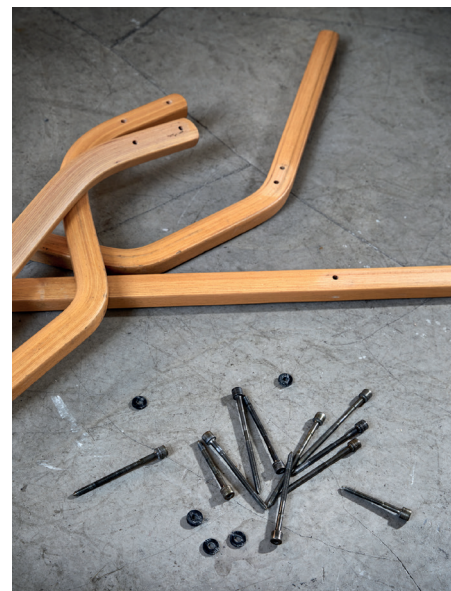


Fora Form is one of Norway's oldest and largest furniture manufacturers for offices and social meeting places. The company has developed several well-known, and beloved design classics and furniture from Fora Form found in Norway's most prominent businesses and public meeting places.



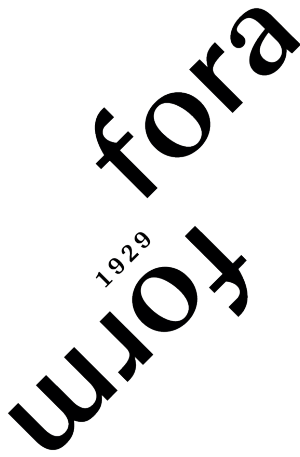
- Our ambition is to create great indoor experiences that make people want to be in the office and stimulate socialization and interaction. It has become even more critical after the pandemic, so many are renewing their offices. Now we make it easier to invest in a good working environment sustainably by allowing upgrading original furniture, says Haram.

The new reform program from Fora Form has been named Fora ReForm. The furniture manufactur-



er is now taking action to avoid a worn cover, a broken armrest, or a loose wheel becoming synonymous with the need to buy a new one.

- By repairing or reusing Fora Form furniture, the CO2 footprint is reduced by 50 to 70 percent compared to buying a new piece of furniture. You get both renewed and upgraded your original Fora Form product and a new five-year warranty. We also issue a new environmental declaration (EPD) for the reformed Fora Form product, which documents the actual CO2



footprint and the environmental benefits of Fora ReForm. We are already noticing great interest from several customers, says Haram.

Fora ReForm is initially offered to customers who own Planet, Senso, Clint, Up, and Misto furniture. In the long term, it will be possible to ReForm all of Fora Form's products.

- We have partnered with Glom-



ma Industrier AS and Bergen Bil og Båtinteriør AS, certified as our Reform partners. They carry out proper recycling of materials and parts and ensure that the furniture is upgraded according to Fora

Form's strict quality requirements, says Haram. And we're looking for more. We will build a network with partners who will be stationed throughout Norway to ensure the shortest possible travel path for the products.

With original parts, Fora Form guarantees quality and expression that increase the used value, extend the service life and safeguard the product's originality.

- With Fora Reform, we want to change the pace of sustainable furniture production by extending the life cycle of original furniture for the good of people and the environment, says Haram.



About Fora Form

Fora Form is one of Scandinavia's largest furniture manufacturers to social areas wherever people meet.

We have the vision to create good interactions in four focus areas: Eat together, work together, breathe together, and experience together.

Since the 1950s, we have used design as a strategic tool to create good meeting places in public environments. Through innovation and good design, we will make good interaction where people meet also in the future.

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