

Variable™ Plus

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Say hi to Variable™ Plus, an advancement of an icon.

This is an introduction to the latest addition to the Varier family, Variable™ Plus. It is made for internal use and for our partner distributors to get a better understanding of the product design, communication and how to get the most out of our materials.

On the next few slides we will take you through key features, photography and video available. Enjoy and please reach out if you have any questions or considerations.

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Variable™ Plus

Original kneeling chair

Specifications

General	Designer	Peter Opsvik
	Year	2021
Measurements	Chair	47 x 79 x 92 cm (WDH)
	Weight	7.4 kg
	Chair height	91,4 cm
	Seat height	50,6 cm
Materials & Colors	Base	Black Lacquered, Natural Lacquered
	Upholstery	Revive, Reflect, Nitto, Re-wool, Fiord 2, Melange Nap, Vidar 3, Divina Melange 3, Divina 3, Hallingdal 65, Noir
RRP	EUR	599
	NOK	6.499
	DKK	4.999
	SEK	6.499
	GBP	629



Variable™ Plus

Original kneeling chair

Description 1/2

Variable™ Plus is an advancement of the iconic Variable™. Featuring a fixed backrest with an upholstered cushion, the chair inspires you to vary between a wider range of sitting positions, while still providing the unparalleled functionality of the original kneeling chair. The backrest provides support when leaning back, shift your weight forward and the shin cushions offer support while you focus on the task in front of you. The curvature of the wooden runners is optimized, ensuring that finding and holding a balanced position is both effortless and intuitive.

Variable™ Plus is suitable for use by any standard height table. The chair is available in a natural or black finish, and a wide range of upholstery fabrics and colors. The wooden parts are made from layers of beech and ash veneer.



Variable™ Plus

Original kneeling chair

Description 2/2

The curvature of the wooden runners has been optimized, making it easier to find and hold a balanced position. This is a slight adjustment, with a big impact on the sitting experience. While previous models could evoke the sensation of being pushed forward, Variable™ Plus has been developed to ensure a sitting experience that feels balanced at all times.

A solid metal bracket with a new and improved butterfly fixture, ensures stability and comfortable support for all kinds of moves. The sculpted foam cushion is curved to follow the shape of the body, allowing one to move freely from side to side, yet still providing support when leaning back.



The upholstered backrest allows you to lean back and stretch out.

Solid metal bracket and wooden stop to prevent chair from tilting backwards.

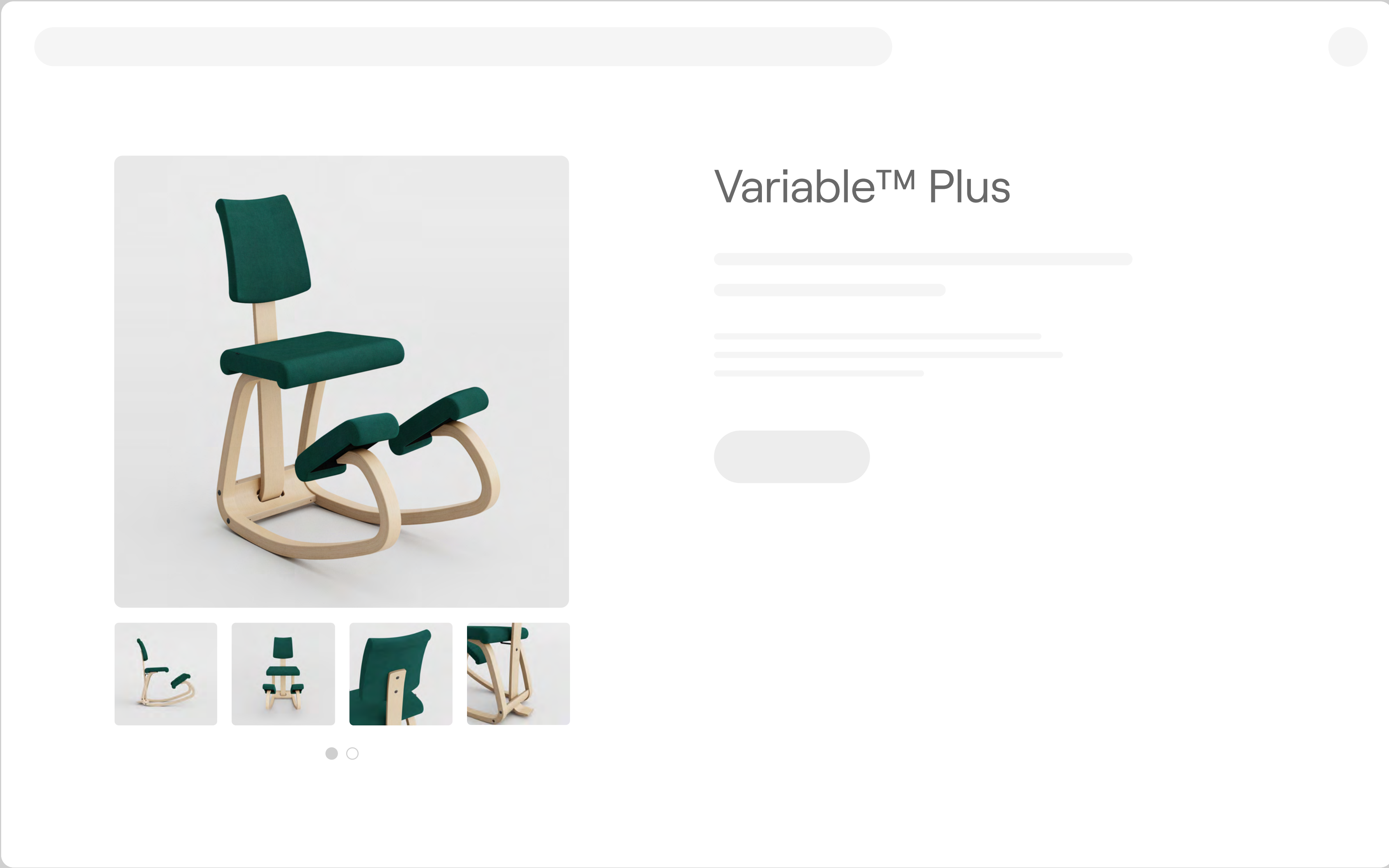
The optimized curve of the runners eliminates any unwanted pressure on the shins when in the kneeling position.

Curved runners ensure that the chair follows the body's natural movement throughout the day.

Product
Grey background

Product shots on grey background intended for galleries. Use a consistent sequencing and crop for the best result.

→ [Access the files here](#)



Crop the photos to fit the format you need.

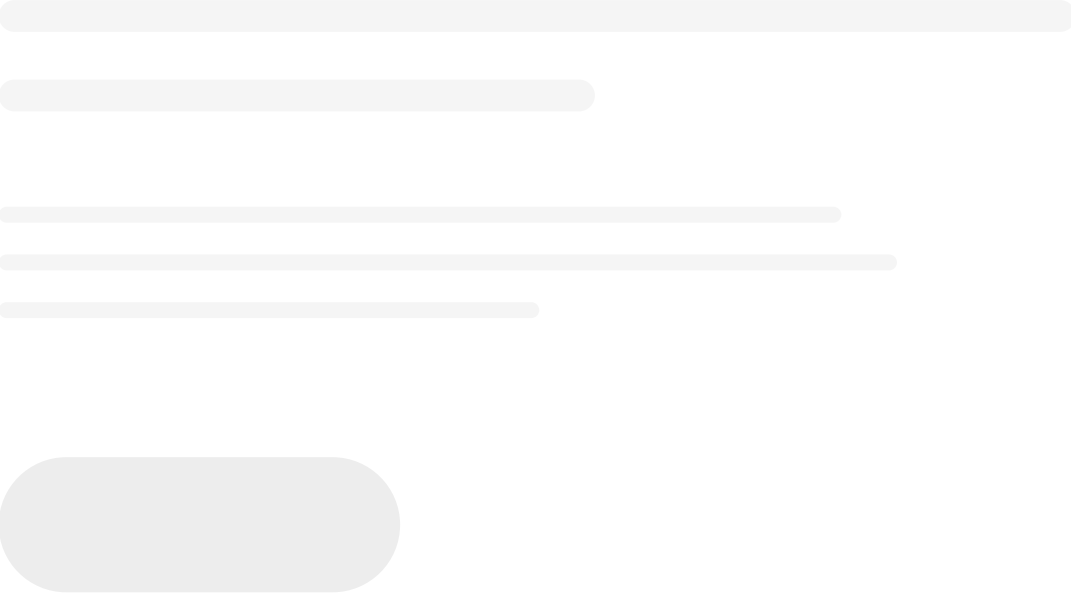
Product
White background

If grey backgrounds aren't an option they're available in white. Use a consistent sequencing and crop for the best result.

→ [Access the files here](#)



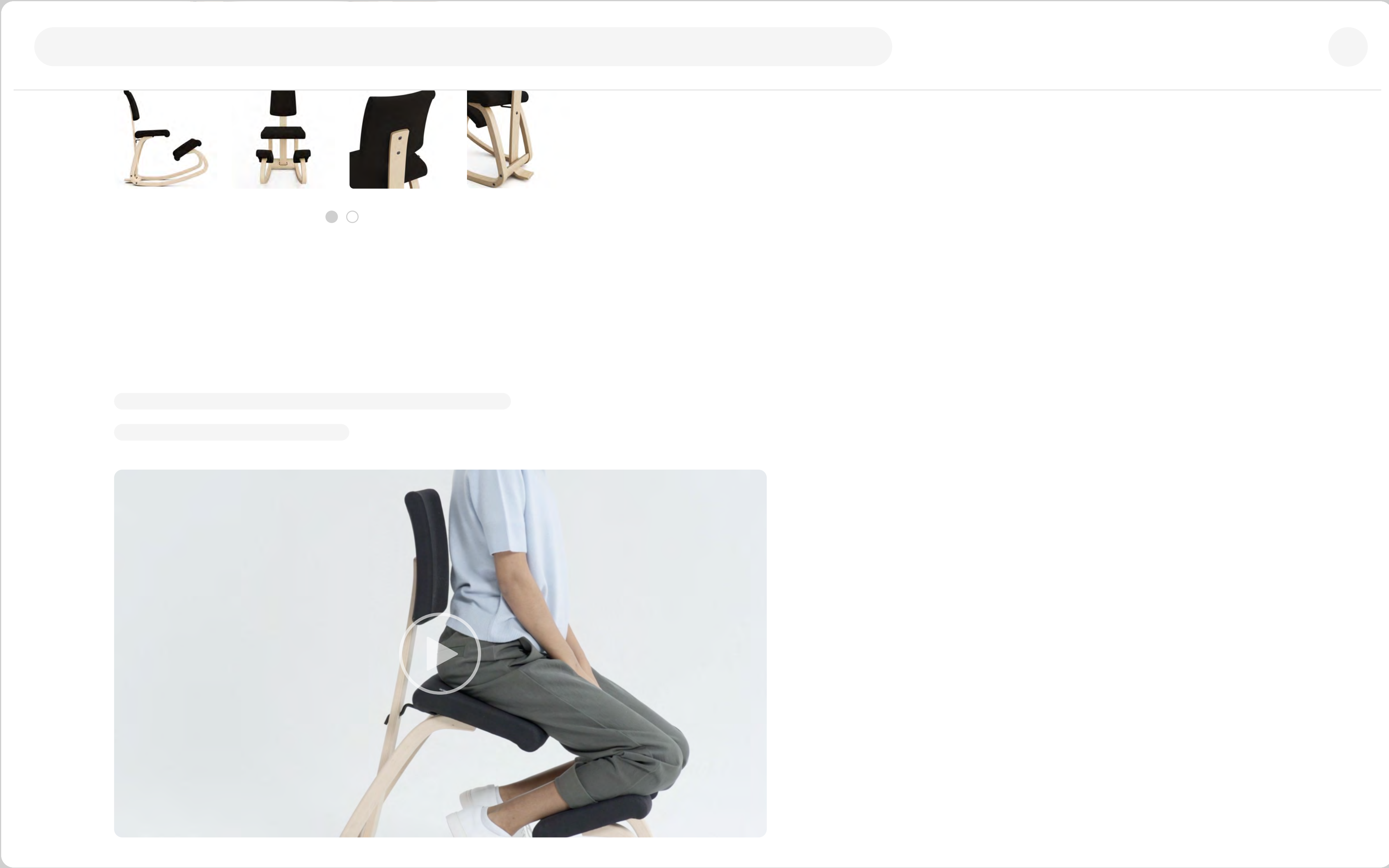
Variable™ Plus



Product Films

Product films showcasing the functionality and movement of the chairs. Can be integrated in a gallery or as a separate module on the product page.

→ [Access the files here](#)

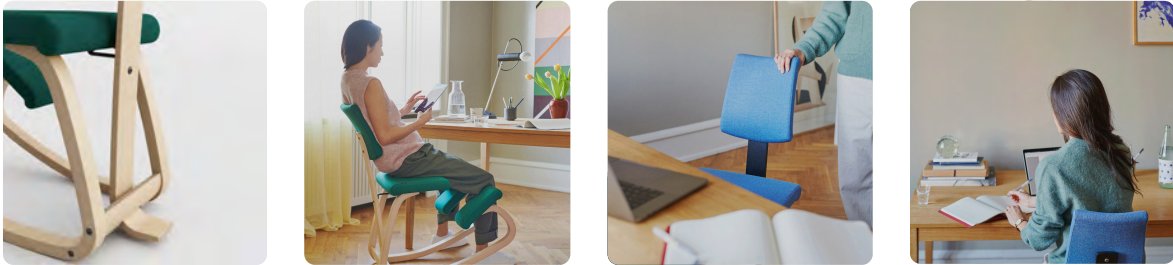


Use videos to show movement.

Home
Photos

Our home photography captures Variable™ Plus in a home environment. Feel free to choose and use the photos you like for product pages or other promotional uses.

→ [Access the files here](#)



If home photos are used in product galleries, remember to place them after the product shots on white or grey background.

Home
Example: Digital feature

For promotion on home or category pages, we mainly use home photography.

Variable™ Plus ➤



Home
Example: In-store promotion

For in-store promotion, we mainly use home photography. We've prepared a few posters in A3.



Variable™ Plus € 599



Variable™ Plus € 599



Variable™ Plus € 599

→ [Access the files here](#)

Home

Example: Social

Feel free to pick and choose between photography and video for promotion in social channels.

→ [Access the files here](#)



Still curious?

Head over to brand.varierfurniture.com
for more info and inspiration.



→ brand.varierfurniture.com

