

# Kneeling and Re-Wool Campaign

Spring 2022

Varier®

Present your customers with a sustainable and beautiful option for the home office this spring, with a Varier kneeling chair upholstered in Re-wool from Kvadrat.

Re-wool is the obvious choice for the conscious consumer with its recycled properties and sustainable profile. It is a durable upholstery textile that is soft to touch, making it an ideal match for any Varier kneeling chair.

On the following pages, we have gathered available material to assist you in communicating the Varier kneeling range and its benefits. All campaign material is available to download in this [campaign folder](#).

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01

# The Varier kneeling range

## The Varier kneeling range

The concept of modern kneeling chairs as we know them today, was first introduced in Norway during the last half of the 1970s. Pioneered by balans concept founder Hans Chr. Mengshoel and designer Peter Opsvik. The Varier kneeling range includes a varied selection of kneeling chairs, equipped to accommodate different lifestyles and homes. The range includes Variable™, Variable™ Plus, Thatsit™, Multi™, and Wing™.

There are several upsides to taking a more unconventional approach to sitting. As an increasing number of us find ourselves working from home, a chair which allows for movement and increased productivity is indisputably a good investment. On the following slides we invite you to explore our selection of kneeling chairs. Learn more about how they can inspire a more balanced way of life. One where movement is an essential part of our every day, even while we sit.



## Peter Opsvik

Peter Opsvik is a Norwegian industrial designer born in 1939, trained at the Bergen College of Applied Art and the Norwegian State College of Applied Art in Oslo. Opsvik has worked as a freelance industrial designer since 1970, and currently has his own design studio in Oslo, where he works with his team focusing on product design as a mean for solving real-life problems.

Throughout his career, Opsvik has attempted to overcome our stereotypical sitting habits with his unconventional seating solutions. With a playful and human starting point, his work is a display of how norms of sitting properly and sitting still can be broken.



Peter Opsvik  
Designer

“I have tried to avoid following trends and often given my designs untraditional shapes.”

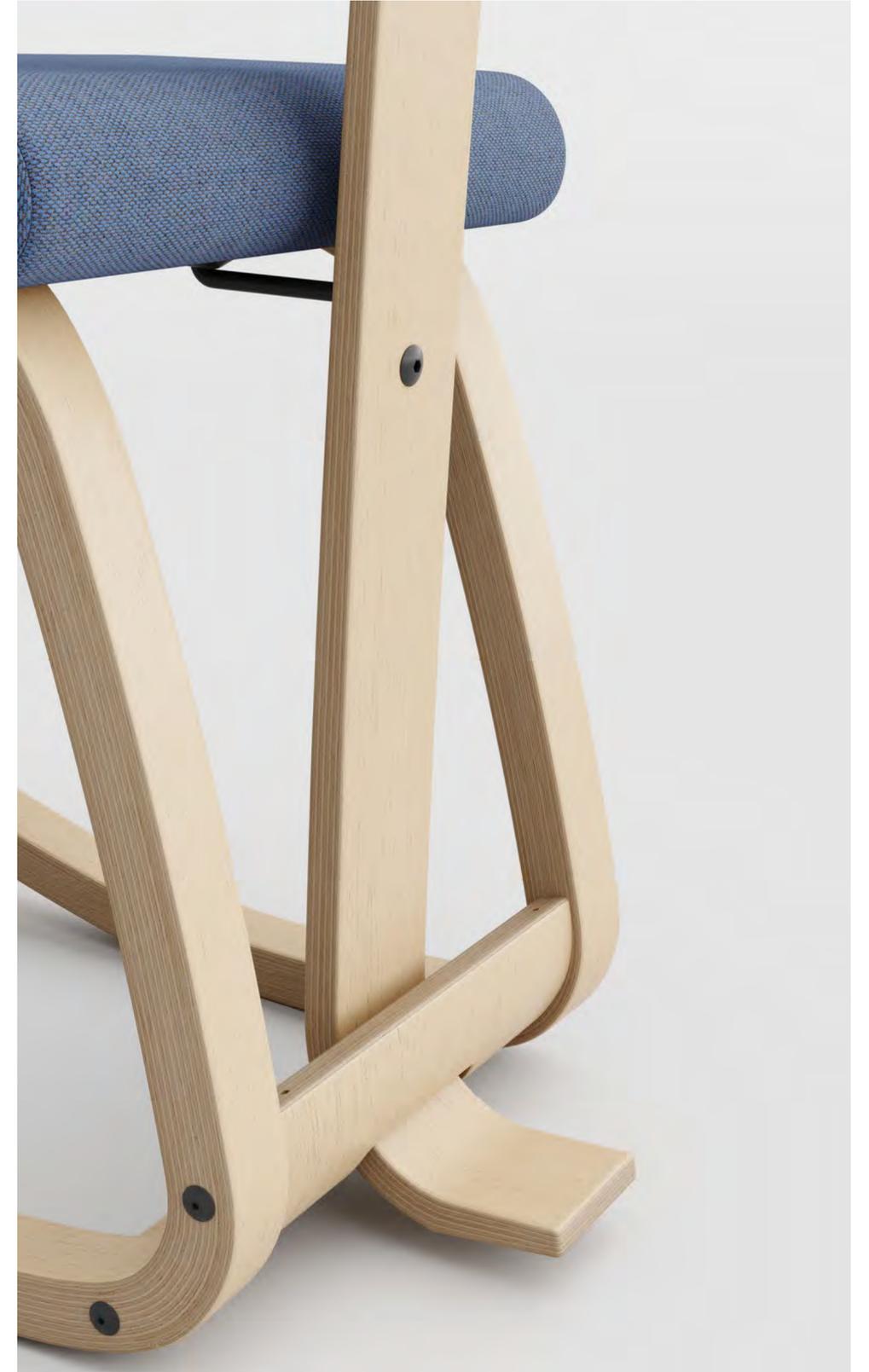
# Variable™ Plus

## Original kneeling chair

Variable™ Plus features the same base as Variable™, sporting all the same benefits, and is coupled with a fixed backrest. The backrest has an upholstered cushion and allows you to vary between a wider range of sitting positions. Lean in when focusing on a task in front of you and lean back and stretch out for small breaks or incoming phone calls.

Shown here is Variable™ Plus with a natural lacquered ash base upholstered in Re-wool 758.

Find all packshots of Variable™ Plus in Re-wool [here](#).



# Variable™

## Original kneeling chair

Free from mechanical adjustment parts, Variable™ offers a no-fuss approach to a more balanced way of sitting. The design is intuitive and easy to use, with endless possibilities when it comes to sitting positions. Variable™ is the perfect entry-level kneeling chair with supreme sitting comfort, guaranteed.

Shown here is Variable™ with a black lacquered ash base upholstered in Re-wool 648.

Find all packshots of Variable™ in Re-wool [here](#).



# Thatsit™

## Adjustable kneeling chair

Thatsit™ is an overall larger chair and features a wider seat and backrest for added comfort and support. Furthermore, Thatsit™ is adjustable, allowing you to find the setting that best supports you.

Shown here is Thatsit™ with a natural lacquered ash base upholstered in Re-wool 568.

Find all packshots of Thatsit™ in Re-wool [here](#).



# Wing™

## Movement and mobility

Wing™ is a special exception within the Varier collection as it is the only kneeling chair with wheels. Wing™ is many things in one, it is a kneeling chair, it features a swivel base with wheels, it is height adjustable and can be used at standard table heights and tabletops up to 90 cm.

Shown here is Wing™ with a black base upholstered in Re-wool 198.

Find all packshots of Wing™ in Re-wool [here](#).



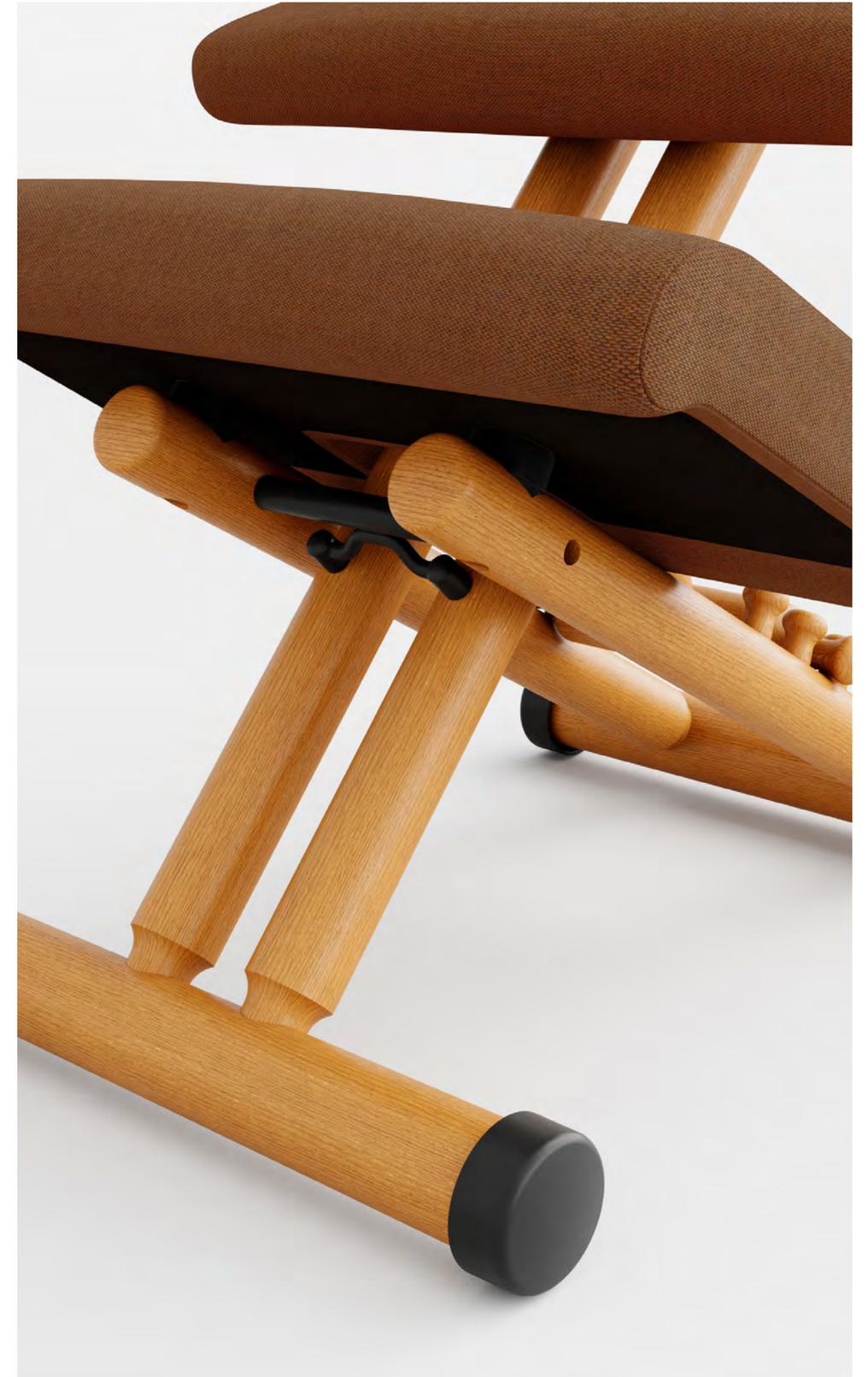
# Multi™

## Compact with character

Multi™ can be positioned at four different angles. When in the very highest position, Multi™ allows for a steep sitting posture which is almost as easy on the back as standing. The chair is compact and can lie completely flat, making it easy to carry or store - ideal for smaller and combined living spaces.

Shown here is Multi™ with a natural lacquered solid beech base upholstered in Re-wool 568.

Find all packshots of Multi™ in Re-wool [here](#).



02

# Re-wool

## Re-wool by Kvadrat

A rich upholstery textile with a sustainable profile, Re-wool is crafted using 45% recycled wool. The warp is made by reusing scraps from Kvadrat's yarn spinners, whereas the weft is dyed new wool.

Reminiscent of colorful stitchings on a darker background, Re-wool features exceptional depth of color, creating a dynamic play on the textile's surface when applied to furniture.



## Margrethe Odgaard

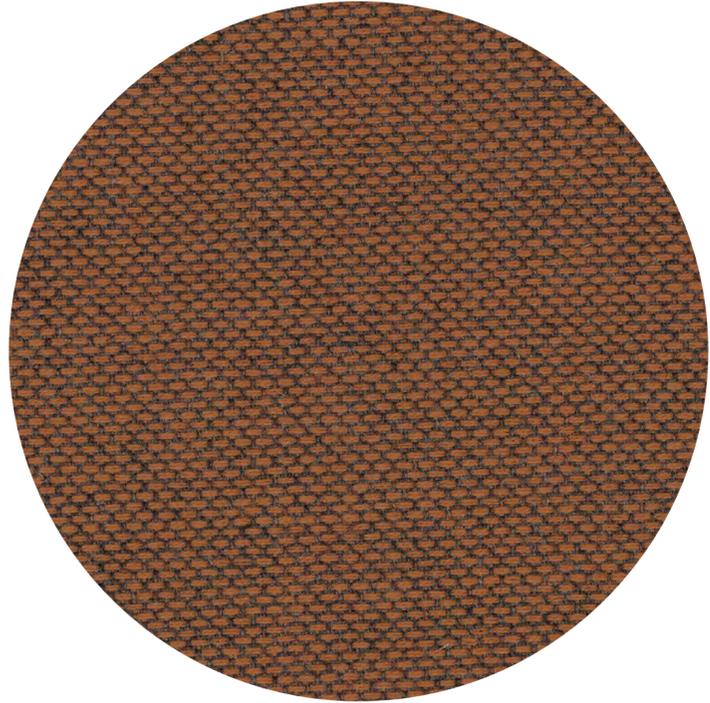
Margrethe Odgaard is a Danish textile and color designer driven by a constant search for a fresh way of exploring color and pattern. She works with color as a full, sensory perception and believes that products made with the intention of nourishing the body and mind will have a positive impact on the viewer.

A graduate of the Royal Danish Academy of Fine Arts, School of Design, Margrethe Odgaard also studied at the Rhode Island School of Design in the USA. Before setting up her studio, she worked for several years as a textile designer at French fashion company EPICE. This followed a spell as a printing assistant at The Fabric Workshop and Museum in Philadelphia.

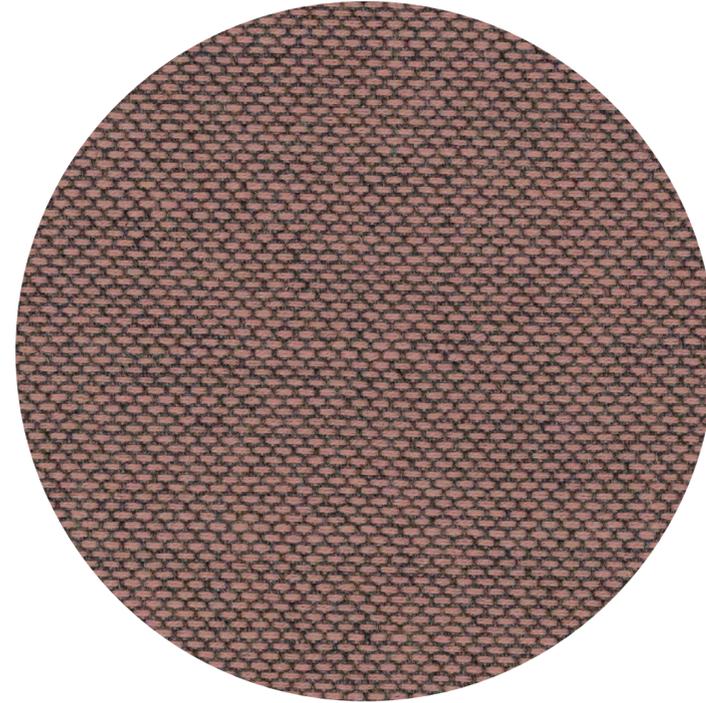


Margrethe Odgaard  
Designer

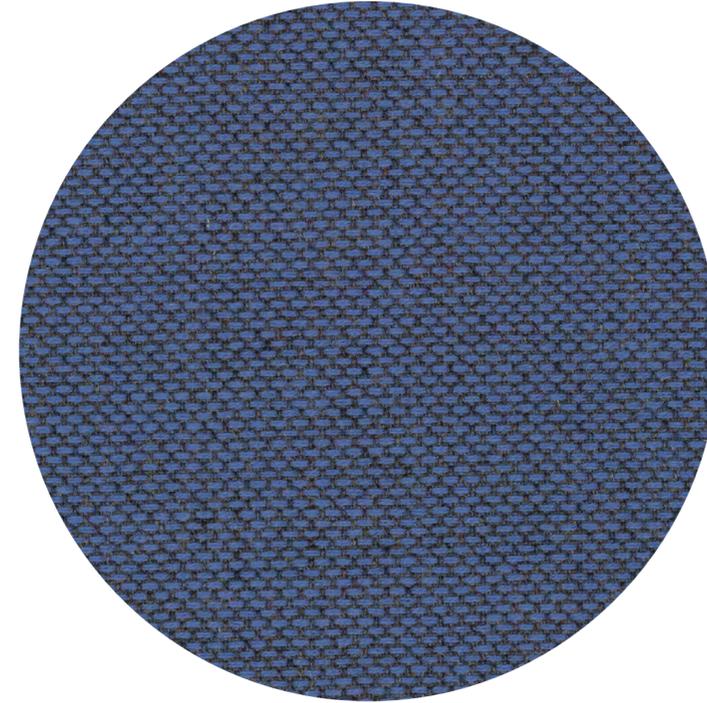
“I thought of  
shimmering pearls on  
a recycled woolen  
base.”



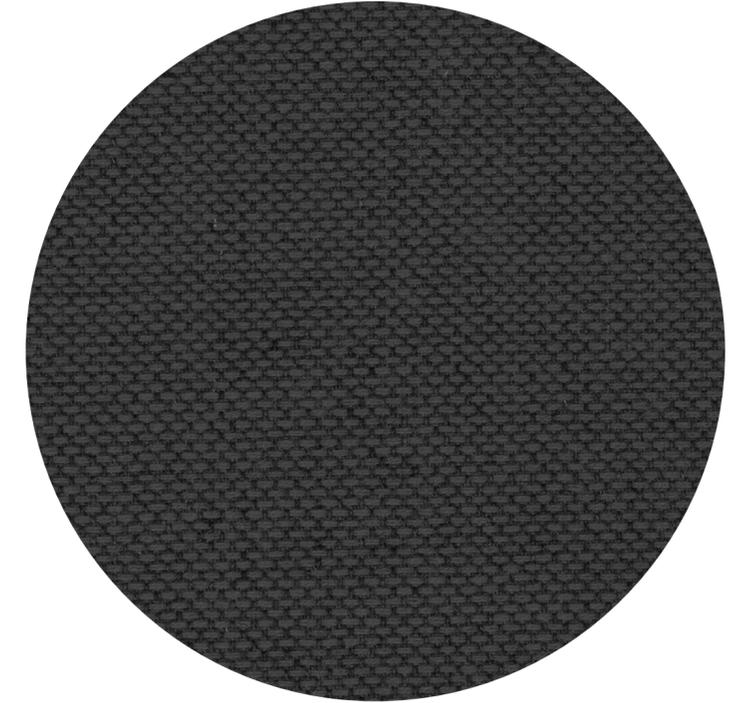
Re-wool  
568



Re-wool  
648



Re-wool  
758



Re-wool  
198

**Composition**

45% new wool, 45% recycled wool, 10% nylon

**Durability**

100,000 Martindale

**Sustainability**

EU Ecolabel, Greenguard Gold, HPD, EPD

**Pilling**

4

**Lightfastness**

5-7

**Produced in**

United Kingdom



03

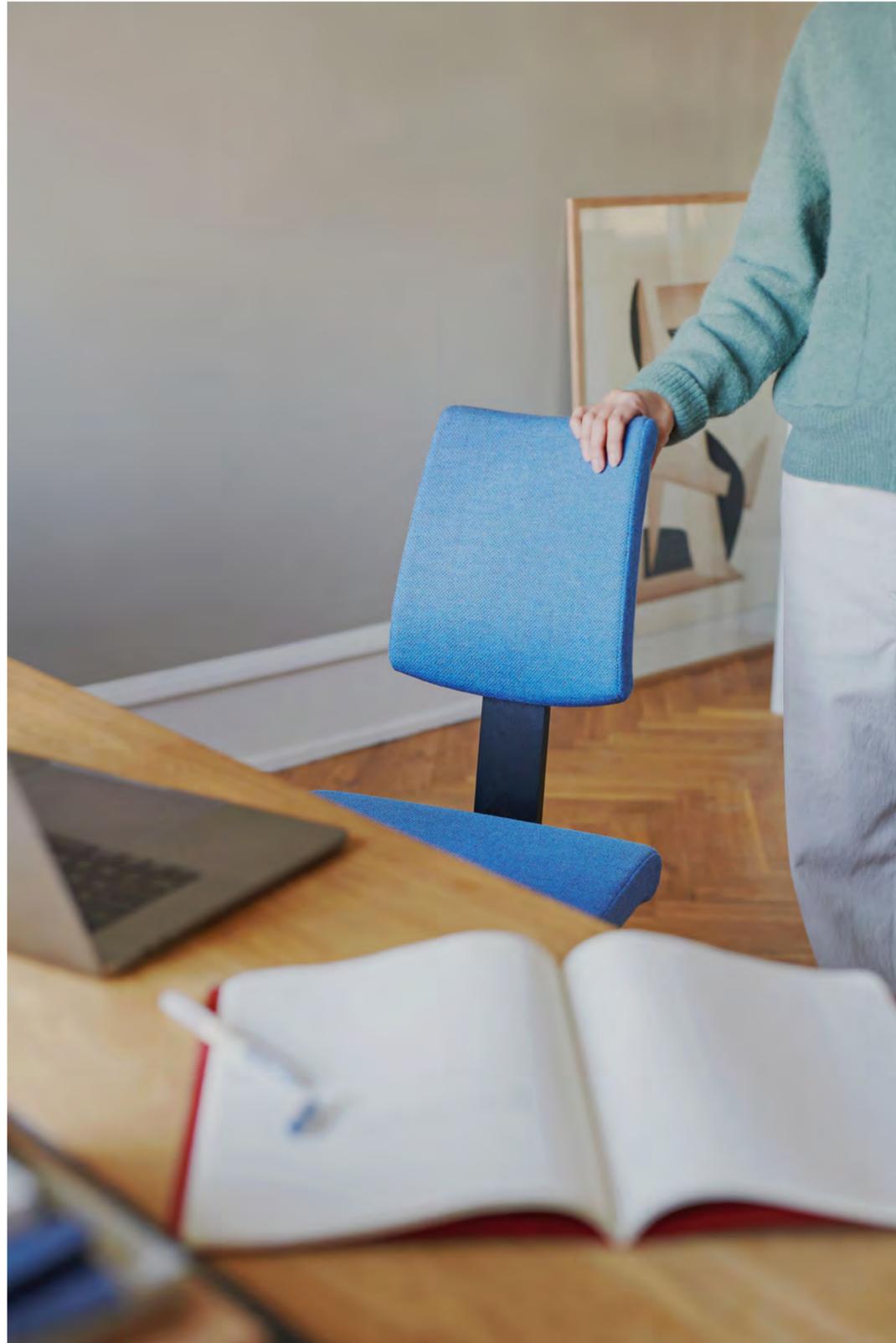
# Home images

## Inspirational images

Inspire your customers with images of Varier kneeling chairs in beautiful home settings. We have gathered our favorite images of our kneeling range upholstered in Re-wool on the following pages. Find all available home images by following the link below and be sure to download and share the one's that best suits your platform.

Find all home images of the Varier kneeling range in Re-wool [here](#).





Variable™ Plus with a black lacquered ash base upholstered in Re-wool 758.



Multi™ with a natural lacquered solid beech base upholstered in Re-wool 568.



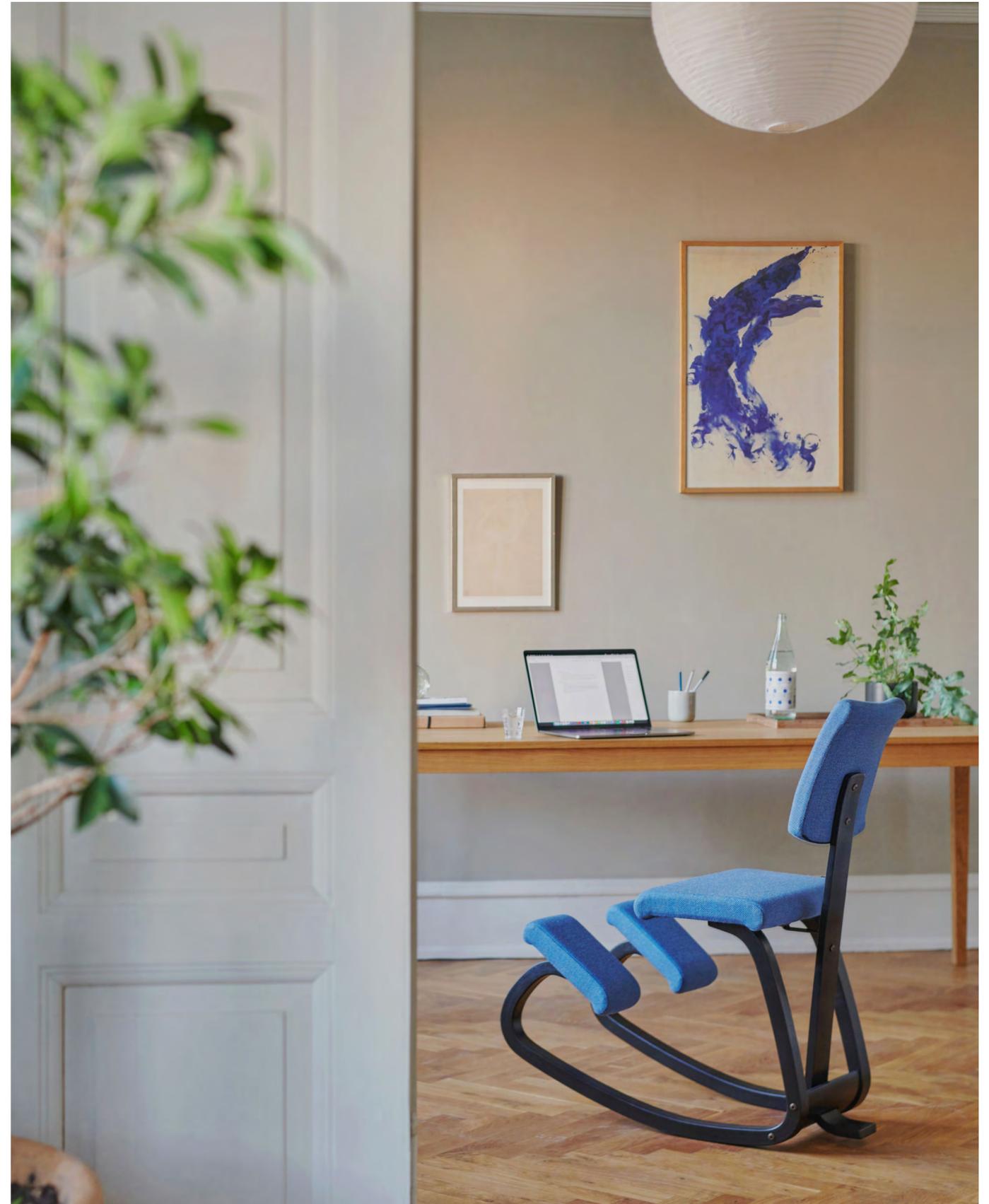
Wing™ with a black cross base upholstered in Re-wool 648.

04

# In-depth articles

## Discover more

Do you want to introduce Varier kneeling chairs to your customers, but don't quite know where to start? Immerse yourself in the content we have available, deepening both your own and your customer's understanding of what Varier kneeling chairs have to offer.



01

## The concept of kneeling chairs and how they work

Tapping into the balans concept, fundamental ideas on why the kneeling posture promotes wellbeing, and positioning Variable™ as the original kneeling chair.

Read it [here](#).



## 02

# A kneeling chair is easy to be comfortable in. Here's how.

Addressing common user mistakes by making an easy to understand 3-step guide to sitting on any of our kneeling chairs. 1) The majority of weight on seat not knees, 2) vary position throughout the day, 3) take your time getting used to a new way of sitting.

Read it [here](#).



03

## Which kneeling chair is right for you?

Explaining the key differences between Variable™, Variable™ Plus, and Thatsit™ to assist customers in finding the correct kneeling chair for their needs.

Read it [here](#).



Find all assets available to download on the Varier Brand Site [www.brand.varierfurniture.com](http://www.brand.varierfurniture.com) and follow us on Instagram for more inspiration [@varierfurniture](https://www.instagram.com/varierfurniture).

Do you have any questions? Please do not hesitate to reach out to us at [info@varierfurniture.com](mailto:info@varierfurniture.com).

Varier®