

Move™

Design by Per Øie, 1985

Varier®

Move™ is the chair in the Varier collection which allows for the widest range of movement, enabling seamless transitions from sitting to near standing positions. Its minimal design offers flexibility and serves as support where you might need it – adding variation to long work days by the desk, standing support while preparing dinner, or as a spare seat for guests.

On the following pages, we have gathered available material to assist you in communicating Move™ and Move™ Compact and all their unique benefits. All campaign material is available to download in this [campaign folder](#).

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01

Move™



Designed by Per Øie in 1985, Move™ is the chair in the Varier collection which allows for the widest range of movement. With its convex wooden base, a rounded seat and a height adjustable gas lift, the chair prompts you to actively find and keep your balance while still providing you with the support you need.

Move™ in Reflect 404 with a black lacquered ash base.



Move™ in Reflect 404 with a black lacquered ash base.



Move™ is the perfect companion for height adjustable desks or for taller work surfaces at home, like the kitchen counter. Move™ can also be used as standing support regardless of tabletops, whenever engaging in activities where freedom of movement is essential.

Move™ in Hallingdal 65 750 with a black lacquered ash base.

02

Move™ Compact





Move™ Compact

Varier

Move™ Compact is developed with the intention of offering the same variation and range of motion as Move™, at regular and fixed table heights. It features a smaller seat and base, and a lower range seat height, making it the perfect addition to the home office.

Move™ Compact with a black lacquered ash base, upholstered in Red Reflect.





Move™ Compact

Move™ Compact is lightweight and easy to move around to wherever you may need it. With a rubber fixture under the seat, you can place the chair on the tip of your desk when you're done for the day, keeping it off the floor and out of the way.

Move™ Compact with a black lacquered ash base.

Varier®

03

Features and configurations

Soft edges

The soft sculpted foam seat has three identical sides which adds to the ease of use.

Effortless adjustments

A lever under the seat allows the user to seamlessly adjust the seat height.

Rubber fixture

A non-slip surface under the seat offers a convenient solution for hanging Move™ on the tip of the table to free up floor space.

Wooden base

The wooden base is made from beech plywood. Covered with an ash top veneer and coated with water-based lacquer for a beautiful finish, which is easy to maintain.

Integrated floor protection

Seamlessly integrated, the rubber disk is not visible when the chair is in use.



Move™

Choose between two different seat height ranges, both suitable for use by height adjustable tables or taller worktops. Both options accommodate seat heights in a range suitable for most, allowing positions from sitting to near standing. The option High is recommended for individuals taller than 185cm.

Weight: 7,1 kg



Move™ Compact

Choose between two different gas lifts, differentiated by needed adjustment pressure. The Low gaslift is standard, while the alternative option, Light, is recommended for individuals who weigh less than 53kg.

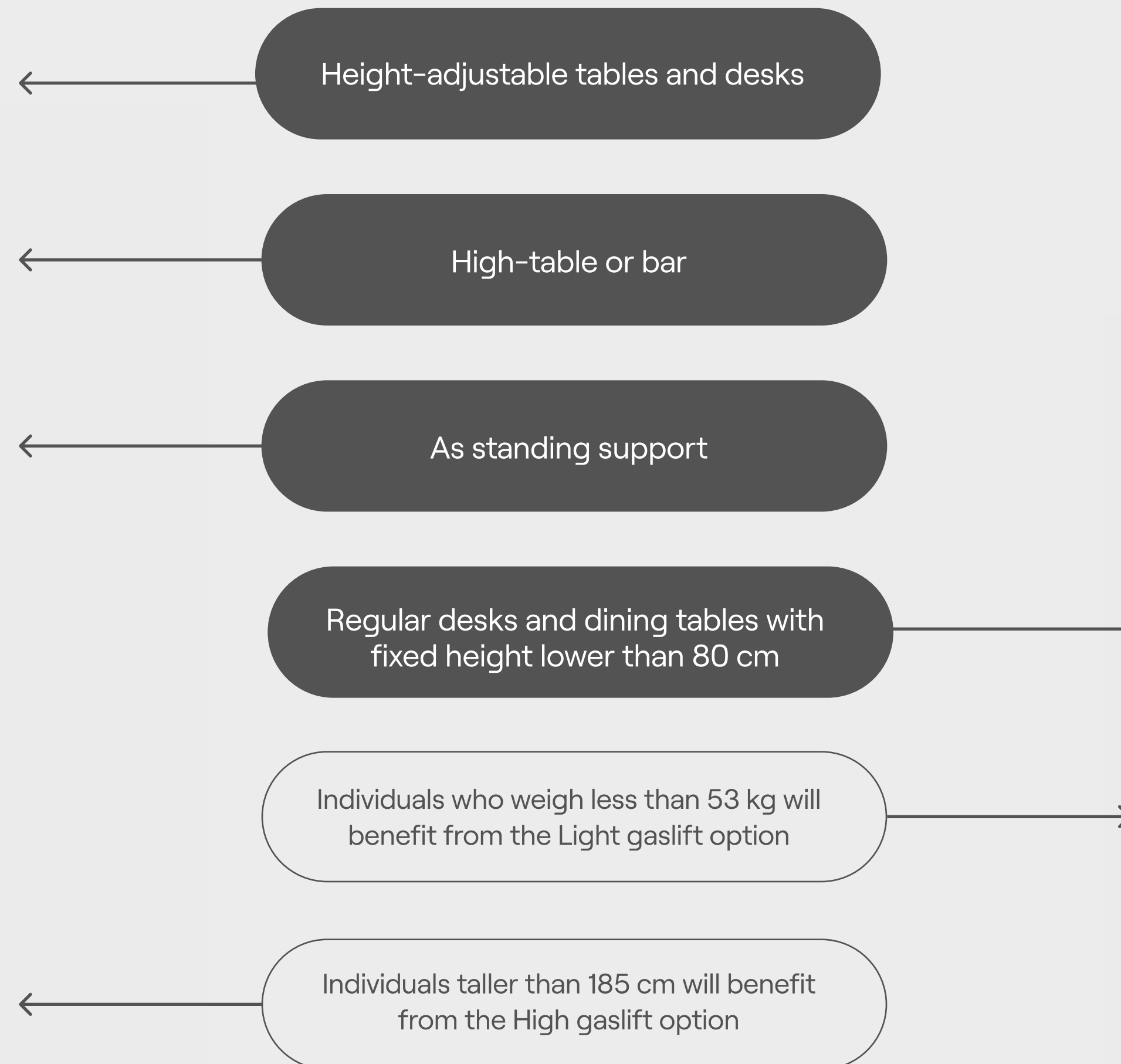
Weight: 5,3 kg

04

Comparing the two models

Move™

Move™ Compact



05

In-store display

01

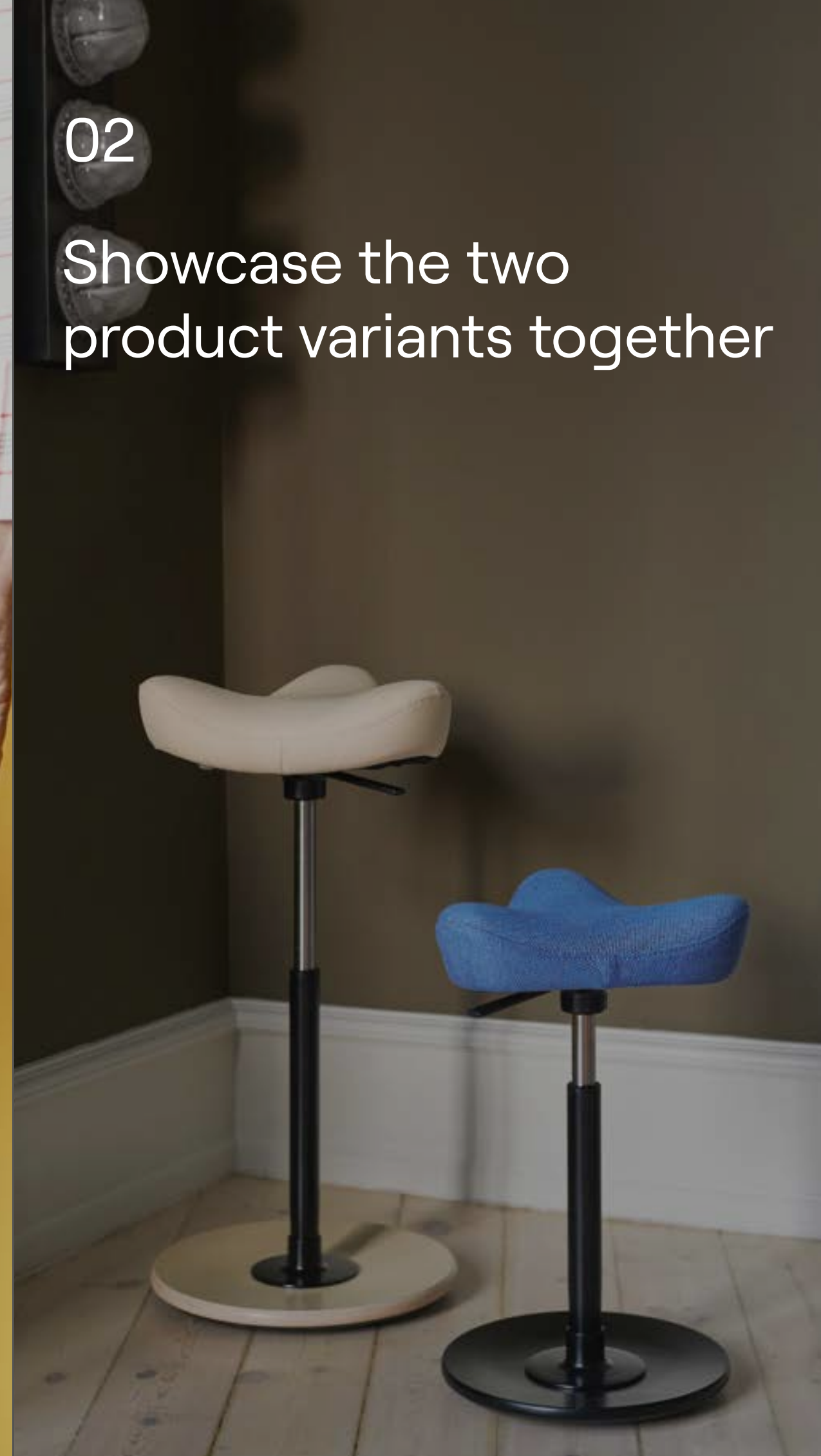
Make it easy to test and choose



Move™ is available in a wide range of configurations, and it might be tempting to showcase it all at once – however, too many choices can overwhelm a consumer who is not as familiar with the product as you are. Make it easy for the consumer by narrowing down the choices for them and be sure to have assembled chairs on display that they can try.

02

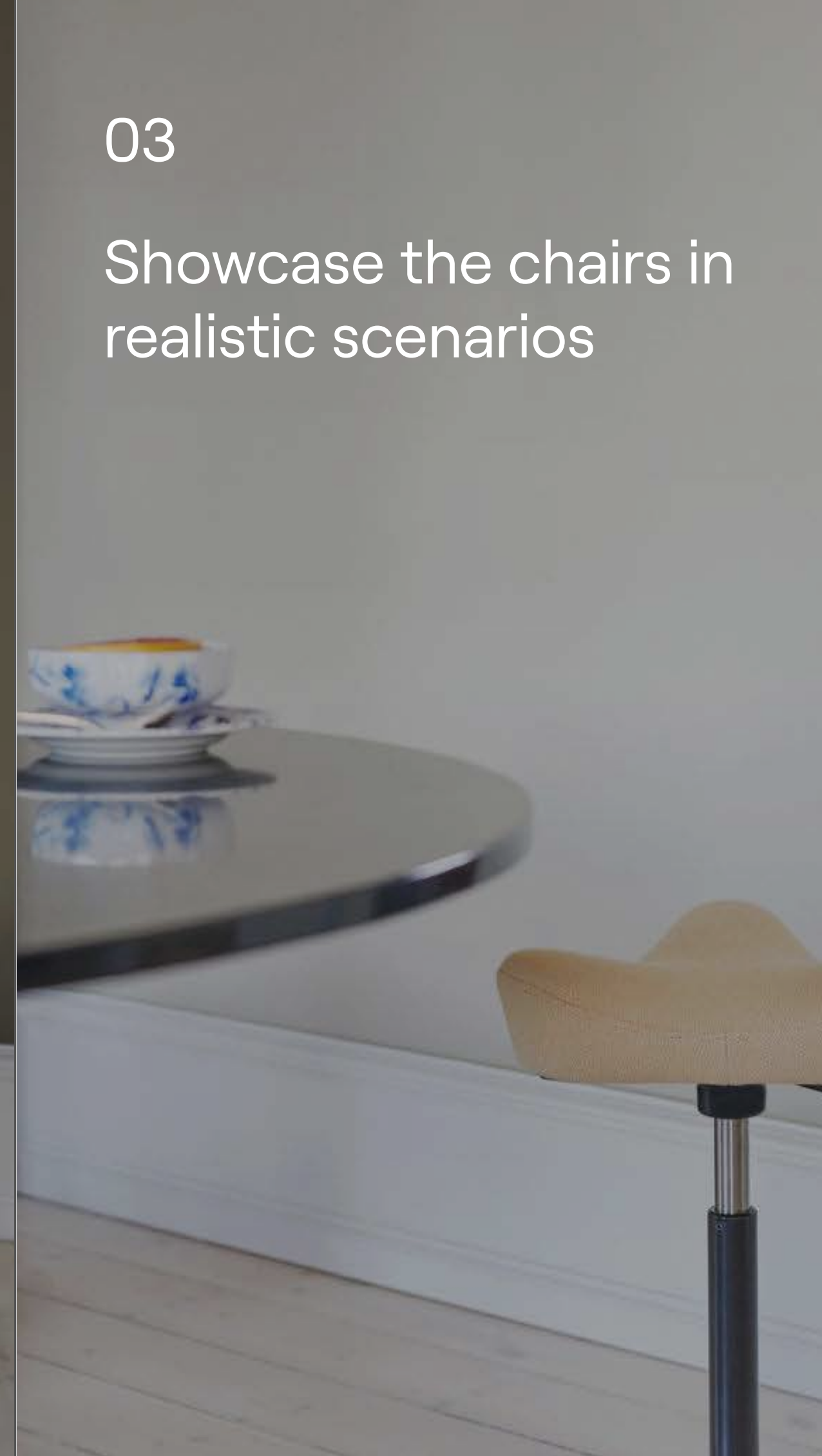
Showcase the two product variants together



We highly recommend showcasing Move™ and Move™ Compact next to each other. This makes it easier for the consumer to see the differences in size, and it also makes it convenient for them to jump between the two and experience how the sitting experience is different too.

03

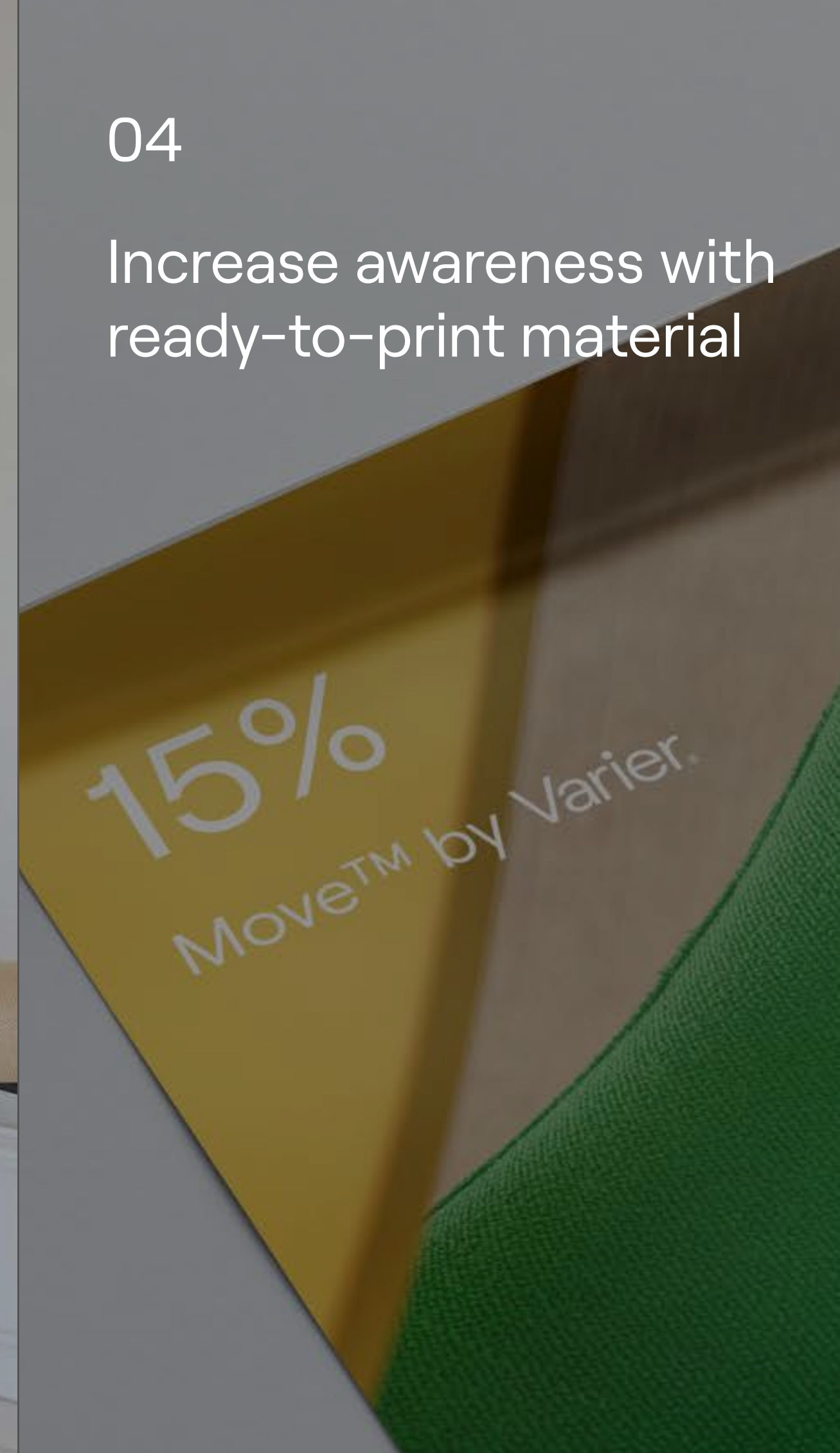
Showcase the chairs in realistic scenarios



The closer the set-up in store is to the actual setting the consumer will be using their Move™ in – the better. It is beneficial to have a suitable tabletop available to demonstrate the key benefits Move™ has to offer. Place Move™ by a taller work surface, like a countertop or height adjustable desk. Move™ Compact works well with any standard height table top and especially in home office scenarios.

04

Increase awareness with ready-to-print material



Utilize available print-ready material to attract the consumers attention, make them aware of the ongoing campaign and encourage them to engage with the chairs. We've gathered all available material [in the campaign folder.](#)

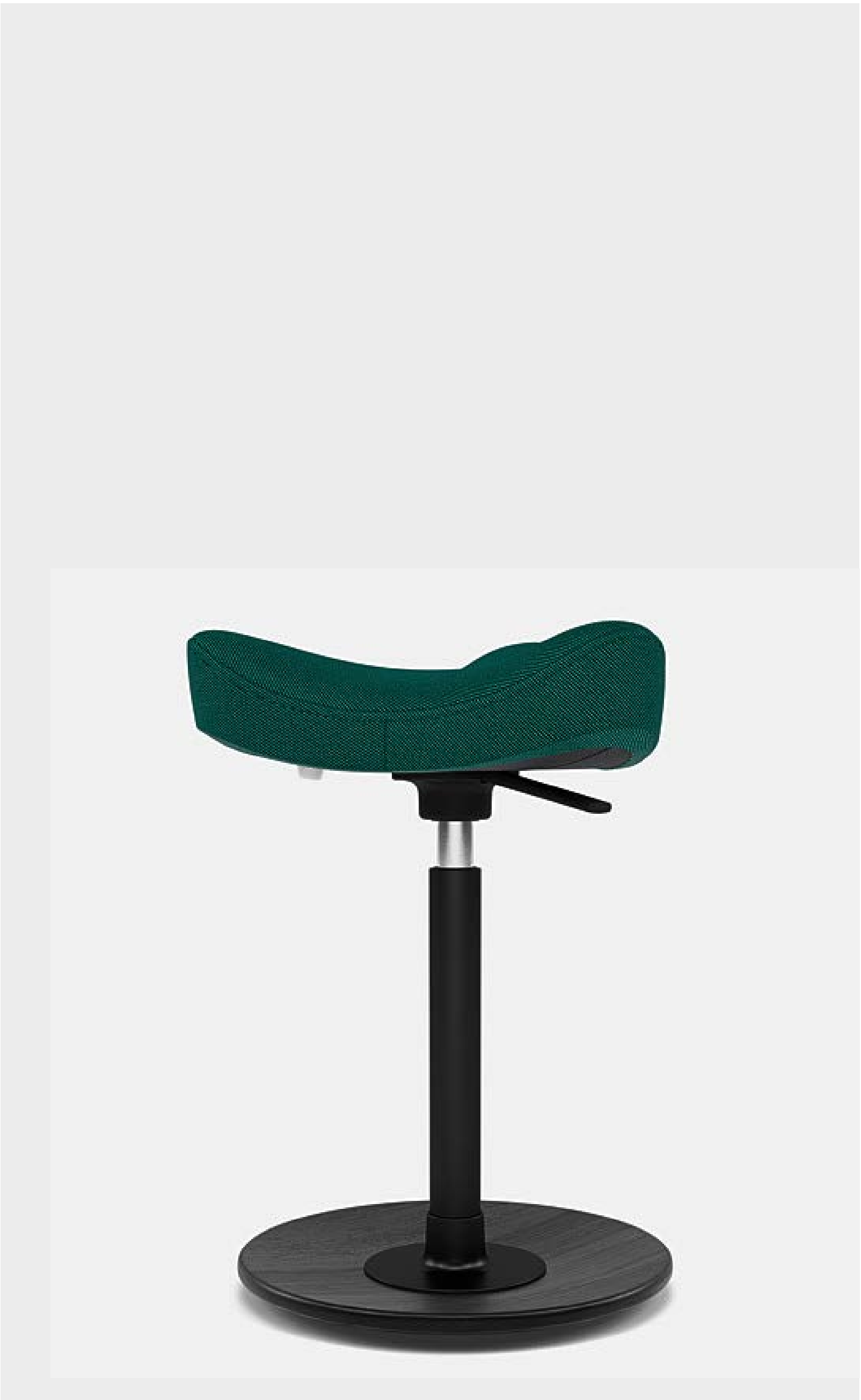
06

Assets

Packshots

Clean product shots. Close-up's and different angles are available to download.

➔ [Access the files here](#)



Product video

Brief video in a studio setting showcasing the main features of the chairs and possible interactions.

[→ Access the videos here](#)



Home images

Inspirational images of Move™ and Move™ Compact in a range of beautiful home settings.

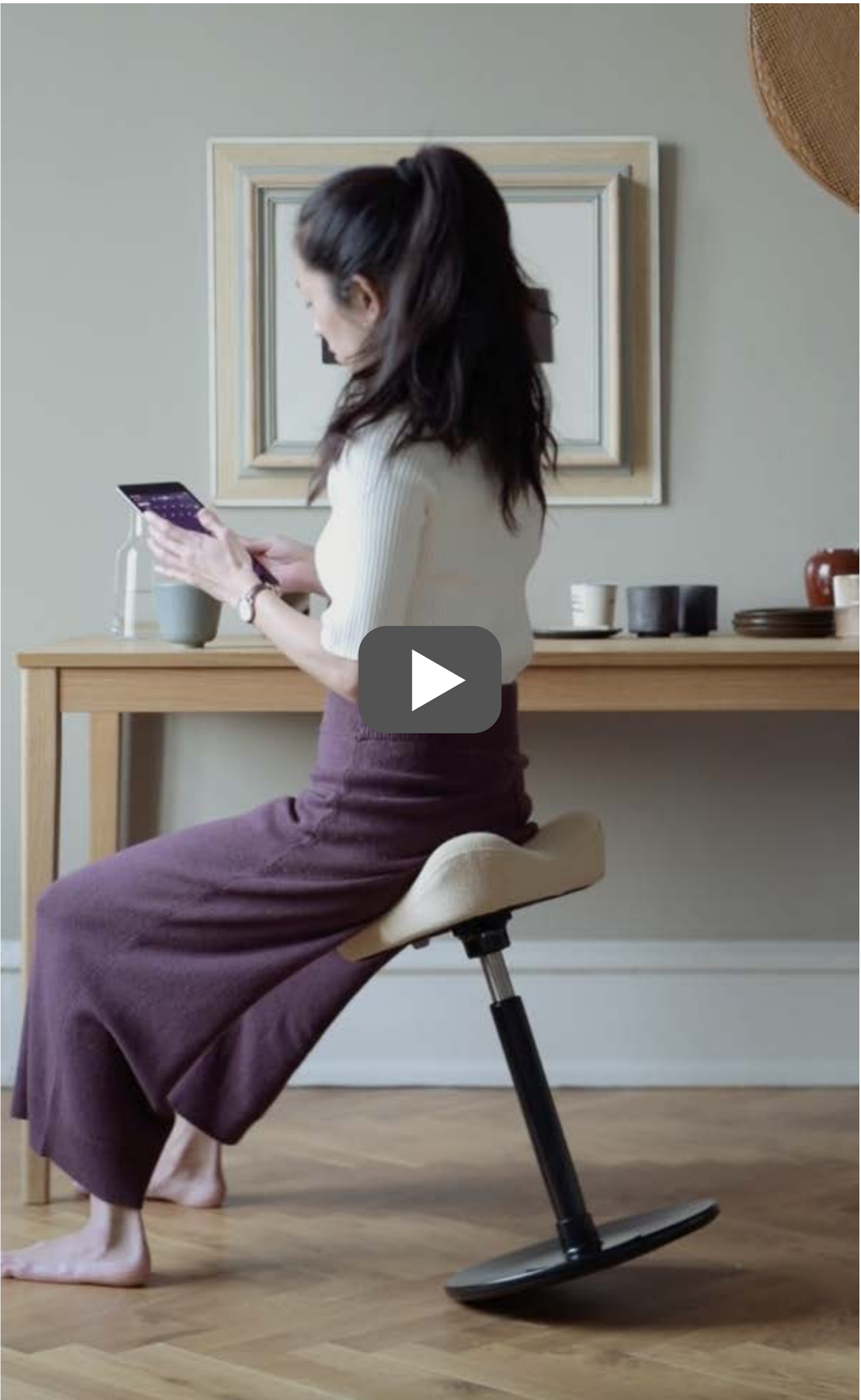
➔ [Access the files here](#)



Home videos

Short videos showcasing how Move™ Compact can be used around the home.

➔ [View and download the films here](#)



User generated content

Inspiring images showcasing Move™ in homes and studios around the world.

[→ Access the files here](#)



Campaign POS

Ready-to-print material to be used in store.

[→ Access the files here](#)



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

Do you have any questions or requests? Please do not hesitate to reach out to us at info@varierfurniture.com.

Varier®