



ERPO in-house exhibition: Craftsmanship with a wellness effect

It is the many little touches that transform a piece of furniture into a desirable object with an unprecedented seating experience. As a manufacturer of exclusive seating "Made in Germany" ERPO Möbelwerk GmbH has long recognised the truth of this - and is not satisfied with anything less. True to the company's own Principle of Comfort, the premium Baden-Württemberg manufacturer promises an astonishingly perfect seating experience. Exceptional comfort, superior quality, versatile options and innovative design solutions bear witness to true craftsmanship and a passion for outstanding seating furniture. The result is the legendary ERPO effect: The perfect sense of well-being previously experienced when trying out the high-quality upholstered furniture amongst friends. At the major in-house exhibition taking place from 2nd until 9th October 2011 at the Donzdorf exhibition centre, ERPO invites a selected specialist audience to try out this effect for themselves. The focus of the ERPO in-house exhibition is the premium manufacturer's extraordinary leather expertise. The natural cover material presents itself as timelessly elegant, exuding an air of luxury in any setting through the magnificent haptic and diverse rich variety of colours. With leather qualities and colours that can be selected individually in addition to the variety of configurations and treatments available, the greatest possible freedom in design is guaranteed. Since the best seating furniture is able to flexibly adapt towards the wishes and needs of people. Take, for example, the latest model Lucca, representing the strong ERPO product diversity at the in-house exhibition. With different seat and back cushions as well as seat depths and selected types of leather, the classically elegant Lucca model demonstrates an inspirational adaptability. The ERPO furniture makers emphasise the special highlights of the high-quality upholstery in the form of special stitching. Recessed stitches create an artfully structured surface that promises exquisite moments of rest in any environment. Naturally, the incomparable ERPO sitting experience is also incorporated into Lucca - irrespective of the configuration or what type of cover material a customer chooses. As part of the in-house exhibition, specialist visitors have a week-long opportunity to get to know the unparalleled ERPO craftsmanship with its exquisite leather upholstery using all their senses. Because true quality can be seen: In the attractive design, the selected materials and exquisite workmanship. And, above all, it can be felt: In the feeling of well-being invoked every time the individually created ERPO seating is used. Perfect comfort which puts a smile on your face: That is the famous ERPO effect. The select specialist audience is cordially invited to try out this effect for themselves at the ERPO in-house exhibition in October. All other interested parties can discover the comfortable ERPO seating culture for themselves in selected furniture retail stores. Craftsmanship - at ERPO, this is the art of effectively concealing craftsmanship behind the work as a whole. Lastly, this is also the claim which sets every piece of ERPO seating apart from ordinary upholstered furniture. Its uniqueness simply lies in the detail. As proven by the ERPO Möbelwerk GmbH with every individual, harmonious element of its quality furniture.

About Erpo

Erpo Möbelwerk GmbH has been producing upholstered furniture for comfortable seating in Ertingen since 1952. A maximum in comfort, the numerous sitting adjustments possible, high practical value and an outstanding quality of workmanship set Erpo upholstered furniture apart from the rest.

Cutting-edge production conditions enable manufacture to be of the highest level of quality. In 2010, the 170 Erpo employees were commended by the magazine "markt intern" for the third time in a row and the company was voted into first place in the customer satisfaction survey.

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