

RADIUS™

A FURNITURE SERIES WITH SOFT FORMS



IZVĒLES PRIEKŠROCĪBA™

A soft design language
with natural materials
and a calm color scheme.
These are characteristics
of our new, self-designed
office series Radius.



Stylish and practical leather details



Elin Basander André, the designer behind Radius.

Radius™ a natural choice for the office

Radius is our new self-designed furniture series that is characterized by a soft and round form with natural details such as wood, linoleum and leather. With its soft, warm feeling, Radius fits most office environments. Tables in three different heights, practical storage and smart electronic storage solutions makes Radius adaptable for all needs.

– The color scheme is also soft and warm with different grey colored table tops and pedestal tops.

– I wanted to have a light colored top, but stay away from the glossy white that can be very harsh on the eyes, explains Elin.

THE GREY, MATTE SURFACES dampen light reflections and stay nice for a long time since they are quite resistant against dirt.

–Many customers ask after these soft grey shades. They are neutral and work

"I wanted to have a light colored top, but stay away from the glossy white"

in most environments. It is also easy to add colors and details to create an inviting environment, says Elin.

THE CHOICE OF MATERIALS landed on solid birch and oak in combination with linoleum. A nice detail is the small leather handles that can be found on most of the furniture.

The storage cabinets have soft backsides of needle felt. It is sound reducing and can also be used to build "rooms within the room" and pin pictures to or

use as a bulletin board.

–The cabinets do not need to stand against the wall. Instead, you have storage and room dividers in the same product, says Elin.

IN TODAY'S OFFICE ENVIRONMENTS we are attached to our fixed places. Each of us have our own desk. But the trends are leaning towards more "station-based" workplaces where we move from station to station throughout our workday.

–My thought with Radius was to develop a series of products that can be used in traditional workplaces, but that can also be adapted to a more flexible environment.

BOTH DESK, MEETING TABLE AND CONFERENCE TABLE have tops of linoleum, a natural material with a quiet, soft feel. The tables have different heights depending on how they will be used. The higher meeting table encourages a slightly higher, more active working position and posture.

–I have focused on creating furniture that gives the body variation. Through changing working position throughout our days, our backs can handle more, says Elin.

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"My idea was to create furniture that is pleasant for all senses. That is why I chose quiet, soft materials that contribute to a better working environment" says designer Elin Basander André.





The cables are hidden under an integrated flap.

“It is a huge advantage to have the production within the company”

ALL PRODUCTS in the Radius series are designed and developed in close cooperation with AJ Produkters own wood factory in Poland.

-It is a huge advantage to have the production within the company. The producers are experts on our material and have knowledge about both the craft and the mechanical production, says Elin.

THE HEIGHT ADJUSTABLE DESK has twin-engine three-section legs for a solid feel and maximal functionality. It will be stable no matter if you are sitting down or have it completely extended. Hidden in the table top, there is an electrical out-

let that makes it possible to charge your mobile phone, for example. It is also possible to lead away and hide other cables and wires.

-It is pretty boring to see the cables, I want clean, nice surfaces, says Elin. The conference table has an integrated hatch in the table top that hides an electrical outlet with different connection options.

RADIUS ALSO INCLUDES accessories such as seat furniture upholstered in wood and stand carpets. All with the same warm expression.

-Radius should provide a calm, pleasant feeling in the room, says Elin.



NAME: Elin Basander André

OCCUPATION: Designer at AJ Products

EDUCATION/BACKGROUND: Carpenter education and afterwards, Industrial design at Danmarks Designskole in Copenhagen. Has worked with everything from designing products for children to innovation advising and product development of bathroom furniture. Has received many design awards, such as Formex award Formidable, Ung Svensk Form (Young Swedish Form) and the innovation award Framtidsbäraren.

ABOUT MY JOB: Cooperation with all my talented colleagues at the company and with our factories is really fun and giving. It is also very fun to work with the whole spectrum and develop products that work throughout our whole chain, from design and production to warehouse and transportation.



A common theme is
the rounded form

RADIUS™ ENTRÉ



SOFT AND NATURAL

RADIUS series has a soft and natural design language with a warm color scheme that creates a calm and nice feeling in the room. The round solid wood legs in birch and oak in combination with matte linoleum tops radiate a calm that fits most environments. The furniture in Radius is manufactured using natural materials that contribute to a comfortable working environment. The grey, quiet linoleum surfaces dampen light reflections - all to give you a better working environment.



SMART SOLUTIONS

RADIUS series has many smart solutions that simplify your everyday life. The desk is available with both a fixed leg frame or electrically height adjustable, so that you can vary between standing and sitting working position. The rounded table has a linoleum top that gives a softer surface for a more comfortable working environment. The desk has a smart built-in electronics storage - under a flap on the top, there is an outlet where you can charge your cellphone or laptop with possibilities to lead away and hide cords in a cable holder under the table top.



RADIUS™ OFFICE

RADIUS™ MEETING



NEW HEIGHTS

RADIUS meeting table invites to active and inspirational meetings. Here, you will come up in a good seat height and get a more engaged and comfortable body positioning with a slight forward lean. In that sense, you will feel more engaged in the creative process that this table invites to.





SPACE FOR EVERYONE

RADIUS conference table has an inviting feeling with lots of space for all meeting members. With soft rounded corners, the whole table top can easily be utilized. Under an integrated flap with leather handle, there is a charging station with space to attach and hide cables. That way, you can create a harmonic environment with clean surfaces that is pleasing to the senses and let you focus on what is most important: the meeting!



RADIUS™ CONFERENCE

RADIUS™ STORAGE



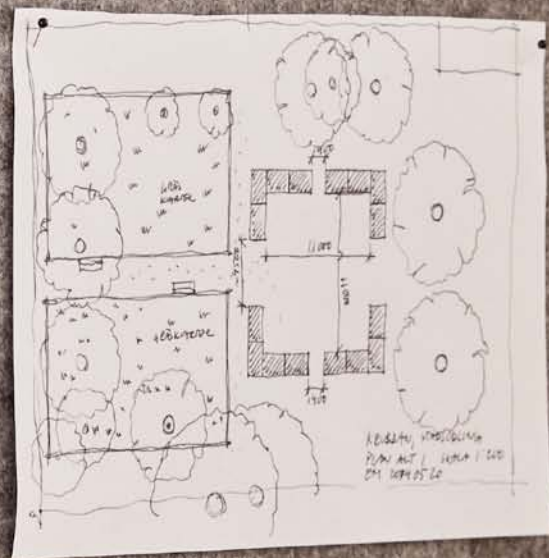
SMALL AND LIGHT

Good storage should also be space saving. The light pedestal has nice leather details, hidden wheels that easily move forward and backward under the desk, and a little compartment at the top that not only works as a handle, but also as a storage spot for pens, papers or a smaller laptop.

CREATIVE DETAILS

The classic office cabinets with leather handles has a soft backside of self-adhesive needle felt that has a sound reducing effect. That way, the furniture can be used as room dividers or as a bulletin board. Adjustable shelves allow you to customize the shelf after your specific needs. Soft closing hinges contribute to a more comfortable sound volume in the room.





*Backside of self adhesive needle felt.
Use the cabinet as a needle felt bulletin
board and sound reducing room divider.*

RADIUS™ SERIES



- *Natural material*
- *Soft and round forms*
- *Matte linoleum tops dampen light reflections*
- *Cabinet with self adhesive backside, can be used free standing or as bulletin board*
- *Tables for different needs and uses*
- *Stylish leather details*
- *Soft closing hinges*
- *Smart electric storage solutions*



AJ Products has delivered furniture to workplaces and public places for nearly 40 years. Our logistics is central to our business and our new logistics facility creates favorable conditions for further development. A large part of our product range is manufactured in our own factories. AJ Products is represented in 18 markets throughout Europe.



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