

## News Release

### **BURGESS FURNITURE LAUNCHES ERGONOMIC NEW TAKE ON ITS ORIGINAL CHAIR FOR 60<sup>TH</sup> ANNIVERSARY**

Lovers of Burgess Furniture's original Turini stacking chair will be sitting comfortably after the British furniture innovator re-imagined the classic to mark its 60<sup>th</sup> anniversary.

Called Adamas, the new collection is based on Burgess' timeless Turini design but features a uniquely designed, FIRA-approved AirComfort ergonomic seat cushion.

Burgess Furniture closely worked with FIRA's ergonomics department for the development of the exclusive AirComfort moulded seat cushion.

FIRA's independent tests included pressure mapping and user trials, to ensure the new seat gave maximum support to lower back areas without compromising user comfort and positioning.

Designed by Burgess Furniture's Design Manager, Peter Roth, Adamas also features a 'sandwich' construction back upholstery, which minimises the visual effect of the chair's tubular frame.

Craig Kent, Production Director of Burgess Furniture, says: "They say you can't beat a classic but with Adamas, we've given a fresh new take to the chair that started the Burgess story.

"Adamas has all the lightweight, stackable and flexible features that people love about Turini, but with a new emphasis on the seating experience.

"User comfort is paramount in today's modern hospitality world, just as important as efficiency, as venues increasingly host working clients.

"Adamas takes its name from the Ancient Greek meaning of longevity and indestructibility. It also relates to diamond, which is apt as 2019 is our 60<sup>th</sup> anniversary year. A perfect tailored solution, the range combines exceptional comfort with a choice of on-trend architectural frames and fabric finishes."

Burgess Furniture chairs are renowned for strength and durability, with some clients still using Turini chairs bought over 40 years ago. Every piece is manufactured in West London to the company's highest standards from raw materials to final assembly, which include industry-leading processes for exceptional quality control.

For more information about the new Adamas range and the original Turini chair, visit [www.burgessfurniture.com](http://www.burgessfurniture.com)

ENDS

**Notes to Editors:****Media Contact**

Katy Cowan at Boomerang Communications on +44 (0)7973 346881 or [katy@boomerangpr.com](mailto:katy@boomerangpr.com).

**About Burgess Furniture**

Burgess Furniture is the UK's leading designer and manufacturer of high-quality chairs and tables for the hospitality sector.

With a rich heritage spanning over 60 years, the company has evolved from its roots in cycling, when founder Gerald Burgess spotted an opportunity for growth in the aluminium handlebars of bicycles to create the world-renowned Burgess stacking banquet chair.

Based at a dedicated factory in South West London with an in-house creative team, Burgess continues to push the boundaries of modern furniture design, producing on-trend, innovative solutions for its international client base.

To find out more about Burgess visit [www.burgessfurniture.com](http://www.burgessfurniture.com).