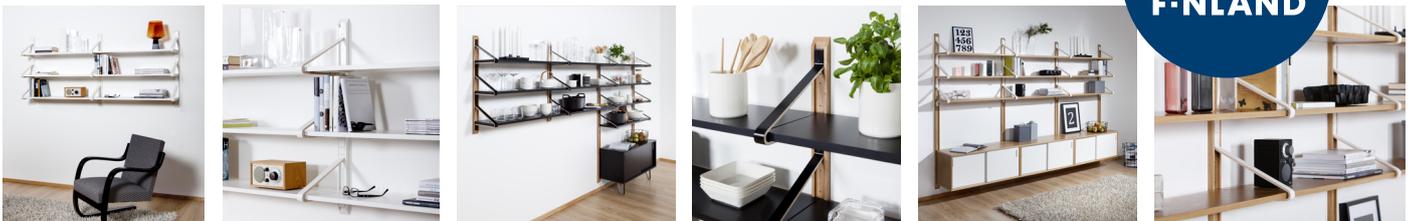


Nurmela's new product family Link introduced at the Stockholm Furniture & Light Fair on 3 – 7 February

The Kauhajoki-based Nurmela furniture factory will introduce its new product family Link at Stand C16:44 in the Furniture & Light Fair in Stockholm at the beginning of February. The new product family was designed by award winning designer Tapio Anttila, whose design office is located in Lahti, Finland.

Link is a convertible shelf system in which functionality meets design. The shelves are made of massive oak and oak-veneered board. They are available in the natural colour or stained white or black. Link offers a fresh perspective to storage furniture made of wood. Wood is an ecological material that brings warmth and timelessness to the home interior.

- We have increased our focus on the design of our products, and the cooperation established recently with Tapio Anttila has brought about immediate results in the form of the Link product family. Our expectations concerning the Stockholm Fair are positive. I feel that Link has export potential in the whole of Europe. With Link, we are bringing truly new ideas to the Finnish storage furniture design, says Nurmela's Managing Director Jukka Nurmela.



Designer of the Link product range, Tapio Anttila Interior Designer (SIO) Tapio Anttila (b. 1962) is a well-known and recognised designer both in Finland and abroad. Anttila's work field is extensive ranging from object and concept design to interior design. Anttila is especially interested in Finnish wood and working it in a modern way, with due respect to the traditions. In furniture design, he focuses on functional furniture and fittings for homes and public spaces. Anttila has received several significant awards both in Finland and abroad, for instance, Good Design Award, Green Good Design Award and EcoDesign Award for his environmentally friendly design. In 2012, he was named the Furniture Designer of the Year in Finland. He has participated in several internationally significant exhibitions and export projects.

Additional Information:

Jukka Nurmela, Managing Director, Huonekalutehdas Nurmela Oy, Tel. +358 400 562 845, jukka.nurmela@nurmela.com, www.nurmela.fi
Tapio Anttila, Managing Director Tapio Anttila Design, Tel. +358 40 521 2606, tapio@tapioanttila.com, www.tapioanttila.com

Image and material requests:

Sanna-Mari Petäjäistö, Designer, Huonekalutehdas Nurmela Oy, Tel +358 6 2350 230, sanna-mari.petajisto@nurmela.com, www.nurmela.fi

Well-known family business

Huonekalutehdas Nurmela Oy was established 46 years ago, and since then it has grown into one of the best-known furniture factories in Finland. The company's head office is located in the town of Kauhajoki in Southern Ostrobothnia Finland. The Association of Finnish Work has granted Nurmela's products the Design from Finland symbol, which is a registered collective trademark that indicates the Finnish design of the product.