



SINCE 1861

Press Release

Turning Point for TON at Salone del Mobile 2010

7 international designers for a renewal era within the tradition (Pav. 20 - stand B07)

Bystřice pod Hostýnem, April 2010 – TON a.s. (www.ton.eu), the **European leader in designed chairs and furniture**, presents its new products during the world most important international fair of **Salone del Mobile in Milan, from Wednesday 14th to Monday 19th of April 2010.**

The stand at **Pav. 20 – B07** is completely renewed, thanks to the creativity of Tom Kelley and **7 international designers** have been calls to represent the renewal of the company.

The **new products** shown at the Salone del Mobile take inspiration from the illustrious tradition of the company - begun in 1862 with the production of famous chair Thonet No.14 – and are developed in a **contemporary key**.

The products presented at this important event are:

- **WAVE**, an innovative chair/chaiselongue - *presented to celebrate the 150 years of the unforgettable Thonet one* (designed by Michal Riabič / Slovakia),
- **PETALO**, a revamp of the classical silent servant, created following the inspiration of the famous No. 14 (by Eugenia Minerva / Italia),
- **MERANO**, a contemporary and comfortable chair (by Alexander Gufler / Italia),
- **830/833** a multipurpose contemporary chair inspired by the most famous No. 30/33/811; **810** and **OSLO** chairs (by Tom Kelley / Germania, Italia),
- **VERTEBRA**, a classical chair (by Didier Couineau / Francia),
- **ERA**, a classical chair with high back (by René Šulc / Repubblica Ceca),
- **RIOJA**, a young, simply but massif barstool (by LOUNGE Designgroup/ Germania).

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TON a.s. (www.ton.eu)

TON is leader in Europe in manufacturing design chairs and furniture, indoor e outdoor. The annual production amounting to a million pieces is exported worldwide in 53 countries, from European Union to United States of America, from Japan to Australia. TON offers a wide assortment of products for both RESIDENTIAL and CONTRACT. A complete virtual catalogue allows an infinite number of combination of models, starting from the famous 'icon' chair: Thonet N°. 14. It has been produced the first time in 1862 in the Bystřice pod Hostýnem factory (in Czech Republic) today transformed in the headquarter of TON. The company develops and produces new contemporary products, following the market requirements, but in line with its history and tradition.

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