



Molitor, Paris - France | Photo credit: Nicolas Matheus

**SPECIAL  
PROJECTS**

A DEPARTMENT TO PROMOTE  
YOUR BRAND

A photograph of an outdoor garden area with gravel ground and green plants. In the foreground, there is a yellow square graphic containing the text 'EDITOR'S FOREWORD'. In the background, there are several pieces of outdoor furniture: a yellow chair, a green chair, and a black table with a heart-shaped top. The furniture has a perforated metal texture.

## EDITOR'S FOREWORD

« The **Fermob and Vlaemyck brands combine their talents, since 2013, to help you decorate your professional outdoor areas:** furniture, lights, parasols and accessories designed for all kinds of uses to create coherent atmospheres for your projects.

Hotel and restaurant terraces, swimming pool decks, lounge areas and gardens are a showcase for your establishment, and can be put to good use to promote your image and illustrate the quality of your service. Welcoming to tempt customers to come in and sit down... Comfortable to encourage them to come back... Functional to make your life easier!

The extensive choices available in the Fermob and Vlaemyck collections enable **a range of different styles, products and colours to make each area a unique place that reflects your image**, but why not take your customer experience one step further, with our Special Projects department?

»  
**Marjorie Antoine**  
Contract Sales Manager

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*Find out how to apply a comprehensive, unique and memorable brand identity to your projects.*



# HISTORY OF .....

## FERMOB AND VLAEMYNCK

### FERMOB: UNIQUE, COLOURFUL DESIGN

**Fermob, French manufacturer of colourful, metal furniture**, has been developing its expertise in metal since the end of the 19th century. Based near Lyon, the company has built a strong reputation as a **designer and decorator of open-air public and professional areas**.

Its unique brand position is based on the quest for *art de vivre*. Fermob strives to spread joy, primarily via its traditional pillars of colour and design. To bring its strategy to life, the company has an in-house design studio, but also works with other famous or up-and-coming international designers.

Fermob has remained true to its first instincts, cultivating virtuous manufacturing processes to come up with collections that are unique in terms of design and lifetime.



Laho, Paris - France | Photo credit: Sébastien Erôme

### VLAEMYNCK: REFINED, TIMELESS STYLE

With **over 50 years of industrial expertise, Vlaemynck still manufactures its products at its historic production site in the Burgundy region**, making parasols and outdoor cushions, and assembling furniture for dispatch throughout France and abroad.

The brand joined the Fermob group in 2013, marking the start of its revival. Its furniture offers **comfort** (broad seats, thick cushions, etc.), **modularity** and **adaptability** (stacking seats, multi-purpose tables for professionals, etc.), elegant shapes and high quality finishes. By combining noble materials with a wide range of timeless fabric colours, Vlaemynck creates refined atmospheres.

From restaurant terraces to museum entrance halls, hotel swimming pool decks to offices, the two brands provide their expertise and know-how to more than 15,000 professionals and their equipment is found in establishments around the globe...

Exclusively dedicated to professional projects, the Contract department of Fermob and Vlaemynck helps customers to decorate and furnish all kinds of areas with a range of **customised services**: layout design, installation & maintenance, long-term rental, etc.



A global team of 30 people, proposing on-site services, is available to advise you on your projects.

**Special Projects** is part of the Contract department, proposing services of its own.

From **personalisation** to **custom-made product development**, the team provides expert advice to promote your brand identity, while taking into account all the new challenges of public areas.

Hôpital des Invalides, Paris - France  
Photo credit: Sébastien Erôme



BALAD lamp, personalised for Veuve Clicquot



Vilebrequin La Plage, Cannes - France



Prague - Czech Republic



# WHY PERSONALISE

## YOUR FURNITURE WITH YOUR BRAND?

Opening and running an establishment open to the public demands consideration of every little detail. It is important that each **area has its own identity, offering a warm welcome and excellent service quality.**

It is increasingly important nowadays to pay particular attention to style, without losing sight of the space as a whole, almost like an artistic director. In today's world where image is everything, **visual impact is a strong lever for increasing footfall** in your restaurant, hotel or any other area open to the public: it takes just seconds for a potential customer to make their first impression of an establishment, whether they are walking down the street or browsing online booking platforms or social media.

Social media have introduced new selection criteria based on concept, originality and exclusivity for sharing experiences with a community.

According to a study by Qualimétrie and Vertone in 2020, **42% of French people claim to like restaurants that have "an atmosphere of their own and a real signature."**

The early 2020s have had a lasting impact on society, which is facing new challenges: more people working from home and the refuge value of the home, new leisure activities, etc.

Such factors are forcing establishments to re-invent themselves. It is essential to stand out from the competition and adopt unique features to gain new customers and develop their loyalty.

The boom of the second-hand market and the upmarket movement of certain decorating brands has brought pieces inspired by leading designers within the reach of Joe Public, along with original accessories to decorate their homes. **Personalised professional furniture is another way of proposing a differentiated, higher quality experience to your customers.** Branded furniture has the advantage of lasting longer over time, transcending fashion trends.

**A complete identity, thanks to personalised professional furniture, thus becomes a key factor of success and differentiation!**

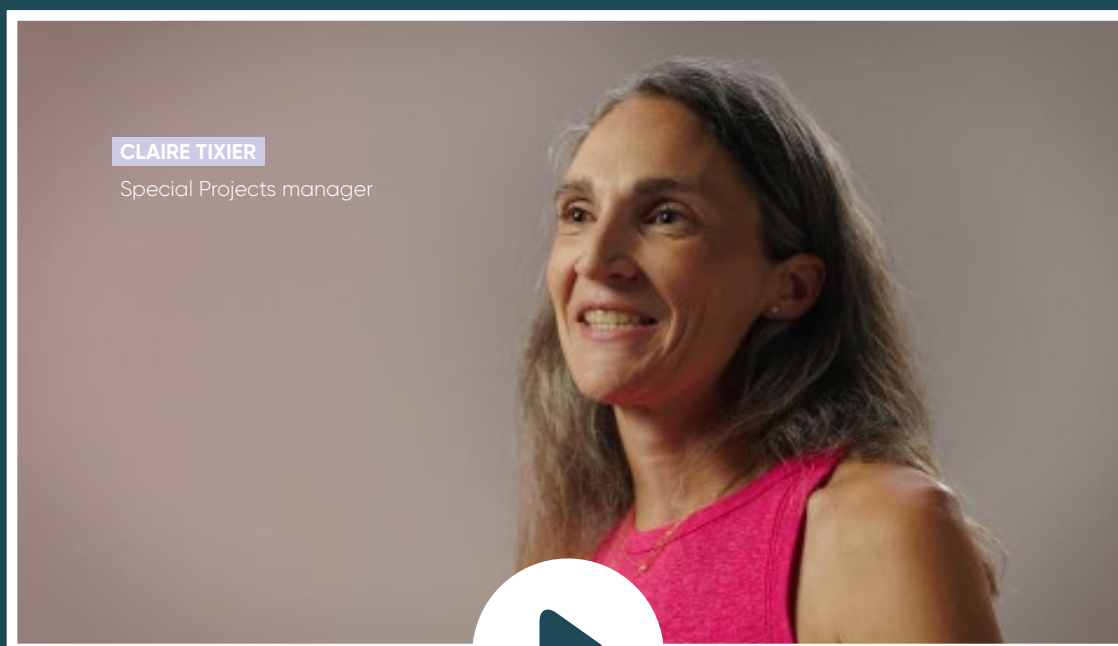
*Working with our Special Projects department to personalise your projects means associating your name with that of France's experts in outdoor furniture to meet the new challenges of the sector.*

# HOW CAN OUR TEAMS HELP YOU .....

TO PERSONALISE YOUR PROJECTS?

*“We could have called it ‘Amazing Projects’ because it is the capacity to do anything the customer wants.”*

Baptiste Reybier, CEO



## INDUSTRIAL KNOW-HOW

The Fermob group has been designing and manufacturing outdoor furniture for 35 years.

 **3 INDUSTRIAL SITES**

around Lyon

representing 48,000m<sup>2</sup> for the manufacture of furniture and accessories.

**690,000+**  
METAL PARTS

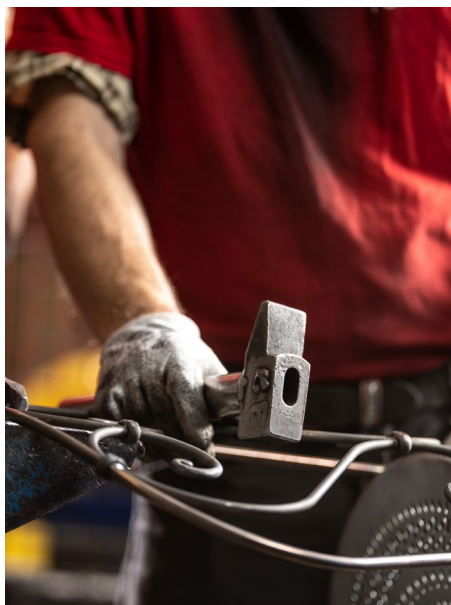
**300,000M<sup>2</sup>**  
OF FABRIC  
pass through our  
factories each year.



**The group calls upon expertise in various areas and controls every step of the manufacturing process:** design office, sourcing, prototyping, tooling, industrialisation, production, quality control, etc. All our departments work together to bring products to life from the drawing board to actual projects.

Fermob also has **total control over its exclusive colour chart, thanks to the most efficient solvent-free powder paint chain in its sector.**

We can therefore envisage all kinds of shapes, uses and colours in our production units to make our products yours.





## SPECIAL PROJECTS DEPARTMENT

With more than 400 special projects completed each year, Claire, Jean-Louis and Marielle hold the keys to all the manufacturing secrets of Fermob and Vlaemynck. Exclusively dedicated to special projects, they **are constantly seeking out solutions to the most specific, most technical and most unusual requests of our customers.**



**Marielle** has worked for Fermob since 2018 **as a scheduling technician**, coordinating all the administrative aspects with production.

**Jean-Louis** is our **Project Manager**, and has been with Fermob for over ten years. He examines project feasibility (price, design, tooling, etc.) and makes sure that a simple design idea becomes a finished product!

**Claire**, who joined Fermob in 2015, is **head of the Special Projects department**. She is the contact for our customers, providing information and advice and coordinating the projects internally.



Working in close collaboration with all the other departments, they are particularly supported by **Patrick, Director of the Vlaemynck factory**, always ready to rise to the challenge of producing special parasols and cushions, **Franck, Purchasing Manager**, and sourcing expert, and **Didier, manager of the Mouans Sartoux site**, who equips the beaches of the French Riviera with a keen eye for detail.

*“At Fermob, the Special Projects team is composed of passionate and creative people who are always up for a challenge and ready to listen.”*

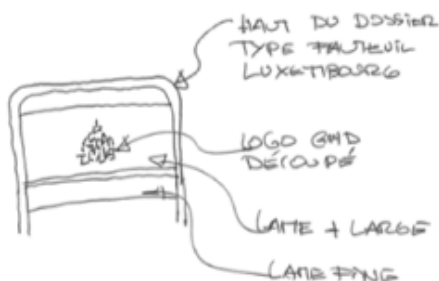
**Manon Chavant**, Development Manager at Vichy Destinations

# FURNITURE PERSONALISATION OPTIONS

## MARKING

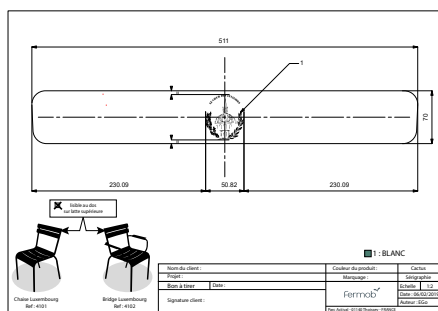
Fermob and Vlaemynck propose **different types of markings for a logo, short text or graphic design on metal or fabric**. The team can advise on the best technique for the material used and the symbol to be applied:

### LASER CUTTING

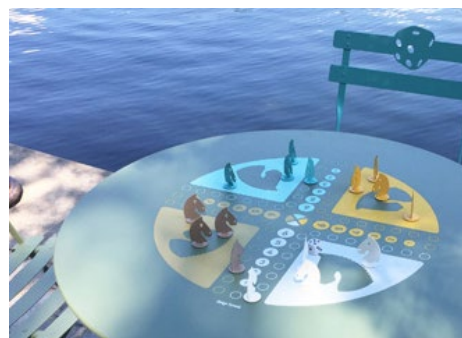


Buddha Bar, Lyon - France

### SCREEN PRINTING

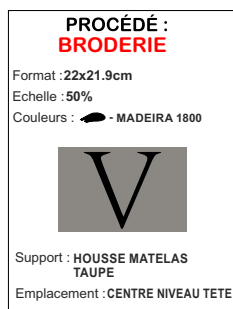


Les Invalides, Paris - France

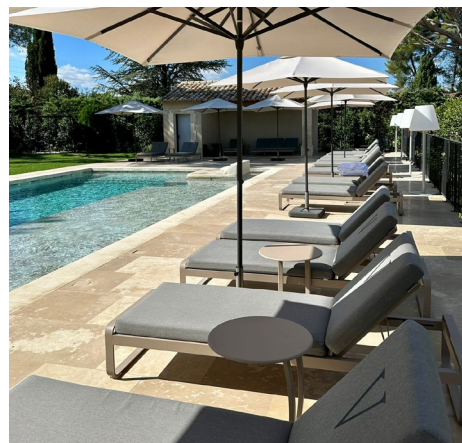


Paris Plage, Paris - France

### EMBROIDERY



Vallon de Valrugues,  
 Saint-Rémy-de-Provence - France



**Manon Chavant**, Development Manager at Vichy Destinations, described her collaboration with Special Projects:

Vichy is a serene, iconic and timeless town, internationally renowned for its water, chequered pattern, lozenge and cosmetics. In 2020, we opened Maison Vichy; a concept store dedicated to the Vichy mon Amour brand. Since then, we've continued to experiment by teaming up with renowned brands.

For us, Fermob is a staple of French design; a local company with iconic pieces. Our collaboration with Fermob started with personalisation of the BALAD portable lamp. The finished product had to reflect our identity and a certain state of mind, i.e., being proud of our heritage without being nostalgic, timeless yet reinvented, preserving a unique identity while always being one step ahead of its time. We are currently working on personalisation based on simple, sleek marking by screen printing, to match the product.

The "Fermob X Vichy mon Amour" Balad lamps are now available in two colours in our store and our partnership with Fermob has begun a new chapter with a range of urban furniture.



Other solutions, including engraving, sublimation and adhesive, are also possible.

## SPECIFIC COLOURS

Thanks to our painting line, which is among the most efficient on the market, and our long-standing paint supplier, Fermob has the capacity to paint products in your colours: RAL, RAL DESIGN (for better distinction between colours), PANTONE or other colours on request.



Little Island – New-York, USA

## TREATMENT AND FINISHES

The furniture is used to equip areas open to the public and the company is keen to adapt its offer to all types of environment.

To avoid the need for constant surveillance of the equipment installed, **various attachment solutions are proposed** on compatible models: **secured to the ground** or **secured by cable** (enabling several chairs to be fastened together).



Humboldt Forum – Berlin, Germany  
Photo credit – Arnaud Childeric

The furniture is put through a rigorous test programme in the company's laboratories, in compliance with standards for intensive use in terms of safety (NF EN 581-1), stability (NF EN 1022), resistance and durability (NF EN 581-2, NF EN 581-3); it receives **specific anti-corrosion treatments for outdoor use**.



House Canteen, Sydney – Australia  
Furniture treated for a marine environment

However, if your project is located in a chlorinated, marine or high altitude environment, **Fermob can adapt the furniture to the specific weather constraints of your location**.

We can also apply other treatments, such as **anti-graffiti treatment** or **fire-resistance treatment**, to certain OTFs, subject to compatibility.

# COMING UP WITH NEW DEVELOPMENTS

## ADAPTATIONS

As an industrial player, the group can **process your modification requests** concerning certain product features, and propose a format adaptation, reinforcement or ballast for the structure, etc.



BEFORE  
BISTRO  
bar chair



AFTER  
Structure  
modifications  
for Aperol



Example of ballast  
for tables  
Opéra collection

Poids du lest / Ballast weight : 6.2 kg

Fiche technique / Technical datasheet	Lest / Ballast	Rev. : 3
<b>Fermob</b> <small>11000, Avenue de la République - FRANCE          Tél. +33 (0) 474 94 94 99          Fax +33 (0) 474 94 91 85</small>	Product / Produit : <b>Table Opéra+ Ø67 - 0949</b>	1/1 
<small>www.fermob.com</small>	Version : 03/06/2013	By : S. BARDON Date : 03/06/2013

## TEXTILE MANUFACTURING

The Vlaemynck brand has a wide range of **textile expertise**, a production workshop in France, and various printer partners among the world leaders in its sector, including Le Jacquard Français, Kvadrat, Pierre Frey, etc.

The company proposes **exclusive, custom-made** cushions and parasols in an infinite range of colours. Cushion thickness (cushions for chairs, sofas, sunloungers, etc.), patterns, specific finishes for parasols (flaps, wind vents, fringes, etc.), Vlaemynck adapts to every aspect of your requirements.



## CUSTOM CREATIONS

Thanks to their expertise in our industrial tools, the design and industrialisation teams can develop **metal products and packaging to order**, in compliance with your specifications.

The Special Projects team provides **technical, ergonomic and aesthetic solutions to develop your very own outdoor projects** to your requirements, white label or with your design, via our **in-house design studio** or in collaboration with your design team.



Custom-made side bar for the Molitor hotel,  
Paris – France  
Photo credit: Nicolas Matheus

## MORE INSPIRATIONS...



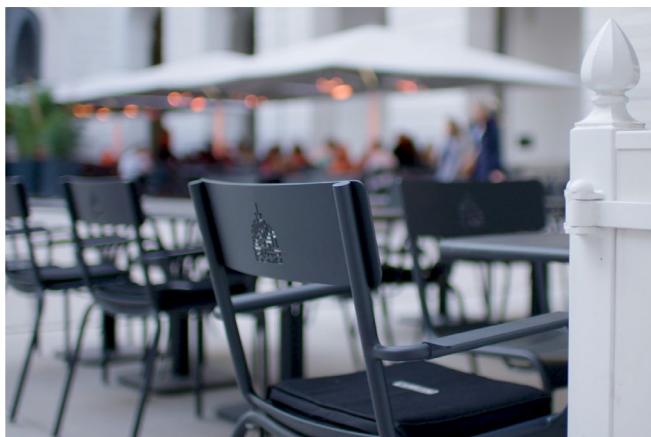
Special colour and marking on BISTRO chair | New-York, USA

«Our world class park in the heart of midtown Manhattan thrives because we stay at the forefront of public space design and management.

To maintain our innovative approach, we work closely with the Special Projects team at Fermob. Often, we need furniture that doesn't even exist yet, and it is a privilege to have a thought partner in solving for our distinctly high traffic use and aesthetic excellence. »

**Daniel A. Biederman,**

President, Bryant Park Corporation and 34th Street Partnership.



Laser cutting on Luxembourg armchair,  
Beef House, Hôtel Dieu, Lyon - FRANCE  
Photo : Wait for It



Made-to-measure textiles for MARIETA sunloungers  
Carlton Cannes, France  
Photo : Nicolas Matheus

**Fermob**  | **VLAEMYNCK**

*Do you have questions about a future project?*

**Contact us**



**[www.fermob-contract.com](http://www.fermob-contract.com)**

