

# Feek<sup>®</sup> Fundamentals.

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 New!  
Water-based  
Top Coat



Exclusively by Trendway.>





Shapes and colors emerge in novel ways...  
and in new spaces. Introducing Feek.



# Meet Feek

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- A fun, friendly, and flexible coated foam offering
- Broad range of colors
- Over 40 standard sizes and shapes
- Founded in the Netherlands in 2003 – A decade of proven installations!
- Specified across Europe (Universities, Museums, Corporate, Hospitality, etc.)
- Created by globally recognized designer and product developer, Frederik van Heereveld, and co-founder, Eltjo Klomp
- Feek NA products are all made in the USA by Trendway



# Designer Biography

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## Frederik van Heereveld



- A Belgium-based innovator whose passion for design and product development ultimately led to the Feek design initiative.
- Elle International Design Award (EDIDA) winner/recipient for most talented designer 2005/2006.
- Frederik continues to provide innovative designs and inspiration to Feek North America
- Projects: Bloomberg, Nike, Audi, Sony



# Meet the Family: Blobby

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Small



Medium



Large



# Curvy

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Medium



Large

**Curvy elements of same size easily nest.**



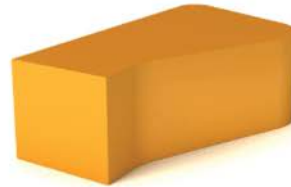
# Mellow



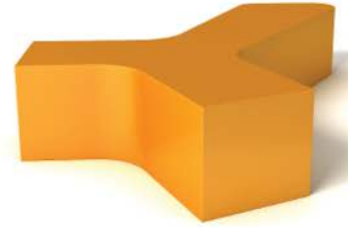
One



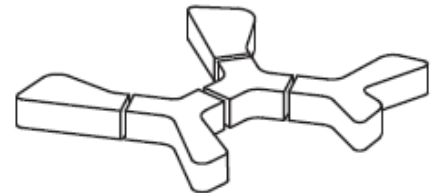
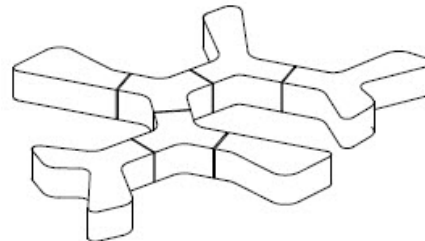
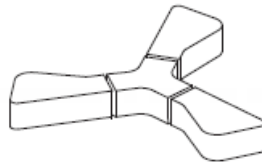
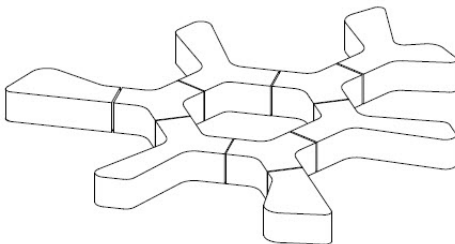
Two



Three



Four



# Orca



Square 1



Square 2



Square  
Mini



Easy  
Square 1



Easy  
Square 2



Round



Round  
Mini



Easy  
Round

Orca features “Easy” models, offering users easy exit with a slightly recessed base design.





# Orca Continued

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Ottoman



Active  
Small



Active  
Medium



Active  
Large



Active Small  
with Arms



Active Medium  
with Arms



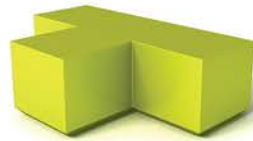
Active Large  
with Arms



# Q-Bee



Cross  
Bench



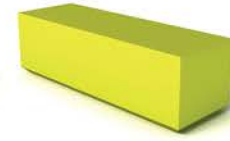
T Bench



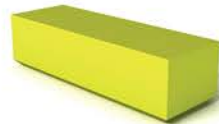
L Bench  
Left Hand



L Bench  
Right Hand



Bench



Ottoman  
Long



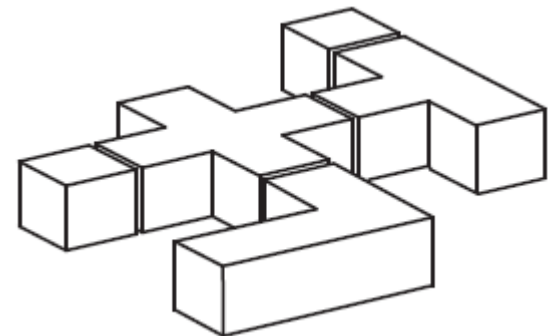
Ottoman  
Square



Square



Round



# Soft Corner

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Small



Medium



Large



Small with  
Arms



Medium with  
Arms



Large with  
Arms



# Soft Corner Continued



Cross Bench



T Bench



L Bench  
Left Hand



L Bench  
Right Hand



Bench



Ottoman  
Long



Ottoman  
Square



# Fun + Friendly

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- Bring fun and personality into spaces
- Broad range of colors, sizes and shapes
- Soft edges and foam construction, perfect for users of all ages
- Relatively light and mobile, allowing for user– configurability



# Distinctively Designed

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- Blend together effortlessly to create unique, collaborative environments
- Explore miniature versions for some of the Fundamentals
- Some elements can be used as tables or benches
- Colors and playful shapes bring excitement and energy to space – or offer a calm and more subdued, peaceful aesthetic, depending on color choices



- Feek gets noticed
- Metropolis Magazine gave Trendway a “Metropolis Likes” award for the product





# Almost Anywhere



- Use alone or blend with other Trendway products
- Public seating areas
- Office environments
- Informal collaborative spaces
- Lobbies
- Guest / Side seating
- Hospitality
- More





# Standard Colors\*

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## North America Standard Color Offering

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Black



Metallic Silver



Warm Gray



Orange



Red



Blue



Lime Green



Aqua

\* Custom color capabilities.



# Comfortable + Durable

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## **Product Content**

Polyurethane Foam with Unique Polyurethane Coating

## **Abrasion Resistance**

ASTM D4157-10: 50,000 Double Rubs (Heavy Duty)

## **Puncture Resistance**

ASTM D4833-07: 13.0lb/sq.in.

## **Flame Resistance**

Passes California Technical Bulletin 117

## **UV Stable**

Feek Coatings Offer UV Stability



# Noteworthy



- Feek foam is 100% Recyclable
- Feek products are 60% air by volume reflecting minimal materials usage
- Feek Fundamentals use only CertiPUR-US® certified foam
- Feek coated foam offers you a highly durable, comfortable, water-based top coat!
- This new top coat greatly reduces VOC emissions and is a more environmentally friendly solution for you.
- Feek products are hygienic, seamless and water resistant for peace of mind and easy care



# Feek easily fits in



# Now Orderable.

*All Feek North America products are manufactured and distributed exclusively by Trendway Corporation in Holland, Michigan.*

# Unique. Sleek. **Feek.**

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Thank you



Exclusively by Trendway.>

