

## **Pearson Lloyd's two new TAKT products** Sustainable, flatpack table and chair mark birthday of Danish disruptor

In spring 2019, Pearson Lloyd played an instrumental role in the launch of Danish design disruptor TAKT. The new Copenhagen-based start-up set out to reinvent the furniture industry, to deliver high-quality design with an uncompromising approach to sustainability at radically fair prices – selling directly to customers around the world. Pearson Lloyd's Cross Chair – an easy-to-assemble flatpack take on the archetypal timber side chair – was the company's first product, and remains its most successful to date.



From left: the bestselling 2019 Cross Chair with the new Cross Table and Cross Chair Tube – Pearson Lloyd's eagerly awaited additions to TAKT's Cross family.

To mark TAKT's one-year anniversary, Pearson Lloyd has designed two new products for the brand in the same spirit as the groundbreaking Cross Chair that was integral to TAKT's launch in 2019.

# Pearson Lloyd

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*"A few years ago, when we began talking to TAKT about working together, we were attracted to their energy, ambition and enthusiasm. The proposition to deliver sustainable furniture using simple ecommerce principles with Scandinavian design values was utterly compelling. It seems like the market agrees."*

*"Consumer habits are changing at extraordinary speed. The growing familiarity and ease of buying online is now balanced by a much more critical view of the impact of these purchases on the environment. The Takt proposition perfectly addresses these habits and concerns."*

– Tom Lloyd, co-founder and co-director of Pearson Lloyd

All of TAKT's furniture has been awarded with the EU Ecolabel, which vouches not only for the sustainability of the materials used, but also for the consideration of the lifetime environmental impact of the products. This means that all the wood that TAKT uses is sourced from forests certified by the Forest Stewardship Council (FSC): trees are not harvested faster than the forest can regenerate itself, and consideration of the local wildlife is taken into account as well as the well-being of the forest workers. And TAKT's leather is tanned naturally without chemicals, wool fabric is eco-labeled, and only water-based lacquers are used.



The Cross furniture family is a truly sustainable collection, awarded the EU Ecolabel and made from Forest Stewardship Council-sourced wood.

# Pearson Lloyd

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Although the furniture is designed for a long life, and includes a five year warranty, TAKT has considered afterlife, too: Pearson Lloyd's designs allow for wearable parts to be easily replaced but if you do need to discard an item, due to the clever flatpack design, all the furniture can be dismantled into separate materials to allow for effective recycling.

Like 2019's Cross Chair, both new pieces are designed to marry the crafted elegance and simplicity that characterises Scandinavian design with the convenience of flatpack self-assembly furniture. Part of the appeal of Pearson Lloyd's Cross designs for TAKT lies in the intuitive assembly process – users can put the furniture together, with minimal tools with almost no need for instructions, often in under a minute – and these new designs are equally straightforward to assemble out of the slimline box.

Luke Pearson and Tom Lloyd designed both pieces around the eponymous cross formation at the heart of the structure. Developed by Pearson Lloyd to fulfil TAKT's need to balance craft quality with viable mass-production technique and flatpack distribution, the cross frame is the key to the ease of assembly, packaging economy and physical robustness that define the Cross furniture family.

*"We have been so fortunate to be able to work with Tom and Luke, and I am grateful to them for believing in the mission of TAKT to bring sustainable design to the world at reasonable prices.*

*"We started working together when the idea of TAKT was only a thought and a vision, and shaping the Cross family of products together has also been a process of crystallising our brand. They have been able to bring a unique combination of classic design skills with a deep interest in modern craftsmanship and a holistic business perspective."*

– Henrik Taudorf Lorensen, founder and CEO of TAKT

## Cross Chair Tube

Even better value, with materially distinct,  
lightweight silhouette



The new Cross Chair Tube is available in three ply finishes, natural oak, smoked oak and black.

Cross Chair Tube shares a visual language and assembly method with its predecessor, but is materially distinct. Where the Cross Chair features a frame of solid oak, Cross Chair Tube incorporates recycled tubular steel – a less-expensive material than oak, thus allowing the chair to be sold at a lower price point, helping to fulfil TAKT's aim of making high-quality design as accessible as possible. The black powder-coated steel introduces a material contrast to the plywood of the backrest and seat, as well as creating a more slender and lightweight silhouette without sacrificing strength. Furthermore, the use of a metal frame allows multiple chairs to be stacked for storage.

Like its predecessor, Cross Chair Tube is available in three ply finishes, natural oak, smoked oak and black. Moreover, it's possible to customise with a variety of Kvadrat wool fabrics and aniline leathers, so your chairs will naturally blend in with your personal interior. All fabrics are of course EU Ecolabelled and leathers have received the Nordic Swan Ecolabel.

## Cross Table

Expanding Cross family, with intelligent table structure



Central to the Cross Table design is the intuitive assembly process for the user – it can be assembled in minutes with minimal tools and almost no need for instructions.

Cross Table is Pearson Lloyd's eagerly awaited addition to the Cross family, transferring the same design concept to the classic typology of the Danish dining table.

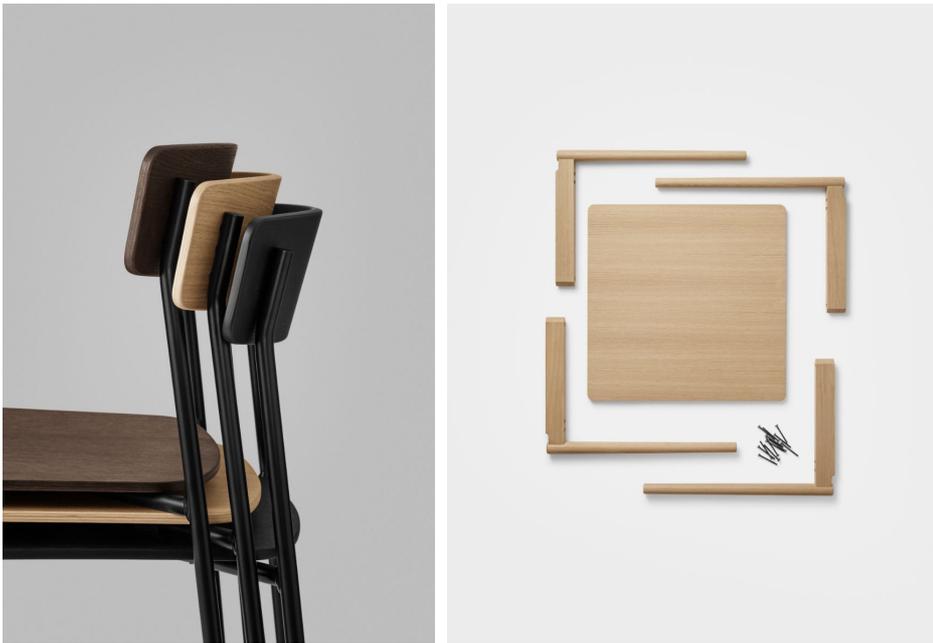
As with all members of the Cross family, an intuitive self-assembly process is central to the design. Pearson Lloyd began by determining the smallest square table that could comfortably seat four people, and developed the frame and legs so that the same parts could be used in larger versions.

The surface comes in oak-veneer plywood with a frame made from solid oak, lending it the same weight and authority as the Cross Chair. It is available in one size at launch: a square version (75cmx75cm) seating four at dining height.

As is characteristic of the Cross family, the table is simple in form, practical in construction, and beautiful in execution.

## The Cross collection

Sustainability: from design, to distribution and afterlife



Made from sustainably sourced material, the flatpack assembly model minimises CO2 emissions.

As is fundamental to the TAKT offering, Pearson Lloyd has ensured that sustainability is front and centre of Cross furniture production. Both new pieces are designed so that any part can be replaced, ensuring longevity. The materials are 100% eco-certified, all wood is sourced from forests certified by the Forest Stewardship Council (FSC), and the durable tubular steel components of the Cross Chair Tube are fully recyclable, so the wood and metal can easily be returned to the biological and technical cycles at the end of the product's life. And, all components are designed to pack into the smallest space possible, as required by TAKT's CO2-minimising direct-to-customer shipping model.

*"Our furniture designs for TAKT truly reflect the principles of circular design thinking. The material is drawn from responsible sources, the construction and distribution of the product minimizes packaging and transport costs, the principles of self assembly allow for repair and part replacement to lengthen the lifespan of each product, and the materials can be fully separated at end of life for reuse or recycling.*

– Luke Pearson, co-founder and co-director of Pearson Lloyd

# Pearson Lloyd

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*“The act of making lies at the heart of Pearson Lloyd’s practice. The world will always need tools for living and so making will always endure. We are passionate about finding a responsible balance between the needs of society, from a sustainability perspective, and the needs of the user at an everyday, functional level. Establishing principles that deliver relevant products for our age is a matter of balance that we are engaging in on a daily basis.”*

– Tom Lloyd, co-founder and co-director of Pearson Lloyd

## Notes to editors

### **About Pearson Lloyd**

Founded in London in 1997 by Luke Pearson and Tom Lloyd, Pearson Lloyd has spent over 20 years designing products, systems and environments for the home, workplace, transport and healthcare sectors. The studio’s philosophy of user-focused, problem-solving design, its interest in the behavioural impact of products and places, and its ability to respond to a rapidly changing world, have earned it an enviable list of international clients – and won a consistent stream of awards over the years.

[pearsonlloyd.com](http://pearsonlloyd.com)

[@pearsonlloyd](https://www.instagram.com/pearsonlloyd)

### **About TAKT**

TAKT is the furniture company rethinking the way we design, build and sell furniture for the mutual benefit of people and planet. Launched in Copenhagen in 2019 with Pearson Lloyd’s Cross Chair as its first product, TAKT aims to reinvent the Scandinavian design tradition for the modern day. Sustainable materials and production methods are at the heart of its mission to provide high-quality design at accessible prices – without having a negative impact on the planet. Danish in character, global in scope, TAKT has developed a digital value chain that enables it to sidestep the intermediary stages of conventional furniture brands, allowing it to maintain a uniquely appealing balance of cost, craft and carbon reduction.

[taktcph.com](http://taktcph.com)

[@taktcph](https://www.instagram.com/taktcph)

# Pearson Lloyd

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## **About the EU Ecolabel**

Established in 1992 and recognised across Europe and worldwide, the EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction, to production, distribution and disposal. The EU Ecolabel promotes the circular economy by encouraging producers to generate less waste and CO2 during the manufacturing process.

## **Pricing**

### **Cross Table**

DKK 3495  
EUR 479  
GBP 399  
SEK 4995  
NOK 5995

### **Cross Chair Tube**

DKK 995  
EUR 149  
GBP 129  
SEK 1495  
NOK 1695

### **Cross Chair Tube upholstery - Fabric (Remix 2)**

DKK 1595  
EUR 219  
GBP 209  
SEK 2195  
NOK 2695

### **Cross Chair Tube upholstery - Dunes Leather**

DKK 1795  
EUR 269  
GBP 229  
SEK 2695  
NOK 3195