

Endlessly configurable, infinitely recyclable Profim launches Revo workplace seating system, responsibly designed by Pearson Lloyd



Revo is an innovative workplace furniture collection designed with circular economy principles by Pearson Lloyd for Profim.

With the launch of Revo, Polish office furniture brand Profim has not only established a dynamic new design language for workplace seating, it has also taken a major step towards making the circular economy a viable reality in its sector.

Recognising that the climate crisis urgently demands a radical rethinking of the way in which upholstered contract furniture is made, and keen to address the rapid global working culture, Profim asked Pearson Lloyd to develop a furniture family that responded to both. The result, Revo, is nothing short of a revolution.

“Pearson Lloyd are among the best at identifying and responding to global trends. It’s amazing how many of the shifts they predicted at the beginning of the project are now a reality: hybrid working models; the growing importance of connectivity and social interaction, the freedom of the tech-revolution

versus the value of face-to-face contact. With Revo, we are perfectly prepared to address these new needs.”

– Magdalena Borowiec, Marketing Director, Profim

A configurable, customisable seating solution

Making its global debut at Clerkenwell Design Week, the Revo collection includes sofas (both with and without backs), benches, screens, and stools in softly contoured, organic shapes. This simple and striking aesthetic identity was inspired by the concept of ‘squaring the circle’, creating a gentle geometric language that makes the collection distinctive, but also allows it to be assembled in a huge number of different ways.



Revo is a modular furniture collection that adapts to any interior space.

Revo’s seats and screens are complemented by a range of tables of different sizes and heights, supporting a range of tasks, from focused individual work to formal meetings and brainstorming around the coffee table.

In total, the individual elements in the Revo collection enable 96 distinct modular configurations, supporting different styles of work – from solo to team-based, formal meeting to spontaneous collaboration, stay focused to stay connected. This versatility is in tune with the increasingly differentiated nature of the work experience. The office is no longer split between desk and conference room, but has become a nuanced network of flexible spaces, each with distinct furniture needs – Revo is designed to bring a consistent design language to every space, whatever its function or size.

Second-life material, endlessly remouldable

Revo's success as a modular furniture system is largely down to the fact it is extremely lightweight. This is thanks to Profim and Pearson Lloyd's decision to use recycled expanded polypropylene (REPP) rather than the plywood commonly used to make upholstery frames, thus reducing the product weight by around 40%.

"Revo represents a radical rethinking of the way upholstered contract furniture is made in response to the climate crisis. Replacing the plywood base structure with REPP (recycled expanded polypropylene) maximises the potential reuse of the base materials. Plywood has no circularity. REPP, which is already in its second life, can be fully remoulded for a third, a fourth, ad infinitum."

– Luke Pearson, Pearson Lloyd



Pearson Lloyd's design for Revo allows the product to be disassembled into its constituent parts to be returned to their individual technical cycles.

First used by Pearson Lloyd to create the Link room divider system in 2007, REPP is a highly versatile closed-cell bead foam with a host of beneficial properties, including outstanding energy absorption, an exceptionally high strength-to-weight ratio, and resistance to impact, water and chemicals. Most importantly, it is 100% recyclable and remouldable. With no additives (such as glass fibre), REPP can be endlessly

remoulded, meaning that at the end of its life, all Revo components can be separated into their component materials, and returned to the manufacturing cycle.

In total, 74% of the materials used to make Revo are recyclable – compared to 5% in the equivalent wood structure. Plus, because the REPP used by Profim is already recycled – representing 90% of the total product volume – minimal new materials are created to build the collection.

Upholstery is fixed onto the folded EPP using a tethered drawstring, which means no glue or staples are needed, further facilitating disassembly.

“In Revo’s ease of reupholstering, we are looking ahead to a time when furniture is leased and not purchased, when the ability to refresh, refurbish and renew furniture will be increasingly important, especially in the contract market.”

– Tom Lloyd, Pearson Lloyd

Minimising energy consumption at all stages of production – from manufacture to shipping – was of course a priority, so Pearson Lloyd and Profim have worked to ensure that all stages of the process are as energy- and carbon-efficient as possible. In total, Revo generates a carbon footprint of 176 kgCO₂ in production and 9.5 kgCO₂ in transportation – respectively, 6% and 40% less than conventional wood-based furniture construction.

Revo is manufactured at Profim’s home in Poland, using local supply chains; just three moulds are used to make all components in the collection; and the lightweight material significantly reduces the carbon cost of transporting the furniture, too.

Mix-and-match colours, durable post-consumer polyester

Revo launches with a range of upholstery options, and a versatile colour palette devised by Profim creative director Maja Ganszyniec. Specifiers can combine contrasting colours in their Revo configurations to create playful statements, or select single colours in graduating shades to add nuance and depth.

Revo launches with a choice of two newly developed upholstery textiles. Cura, by Gabriel, is a high-performance two-colour fabric made from 98% post-consumer recycled polyester. With a warm, textured appearance that mimics natural fibres, Cura introduces a note of laid-back luxury to Revo. The other option, Oceanic by

Camera, is 100% recycled polyester, including 50% Seaqual Yarn, which is made from marine plastics salvaged and repurposed by the Seaqual Initiative. Both fabrics give Revo the durability it needs to survive in high-traffic office environments, alongside an engaging residential aesthetic appropriate to the modern workplace.

Profim at Clerkenwell Design Week

The Revo collection will be introduced during Clerkenwell Design Week, 24–26 May, with an exhibition at the Flokk showroom on Central Street.

For images, and more information about Revo, Noma, Profim and Pearson Lloyd, please contact pearsonlloyd@zetteler.co.uk.

Notes for editors

Revo launches at Flokk, 63 Central Street, London EC1V 3AF on 24–26 May.

Profim

Founded in Poland in 1991, Profim is one of Europe's leading names in office seating. Combining ergonomics, quality and affordability, the brand has been part of the Flokk group since 2018. Today, Profim is committed to sustainability and is striving to ensure the principles of the circular economy are embedded in its production.

profim.eu

@profim_design

Pearson Lloyd

Founded in East London in 1997 by Luke Pearson and Tom Lloyd, the design office Pearson Lloyd works with manufacturers, brands and public bodies to identify and build products, spaces and services that respond to the challenges of the day and enhance our experience of the world. Their philosophy of 'Making Design Work' emphasises the studio's passion for the act of making functional, beautiful and efficient solutions that serve equally the needs of their clients, their users and society.

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