

## PRESS RELEASE

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### About Massproductions

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The international furniture company Massproductions was founded in 2009 by the Swedish designer Magnus Elebäck, and the British designer Chris Martin. The name, Massproductions, reflects the founders' idea of using industrial production to create responsible and sustainable high-quality furniture. Massproductions produces and designs according to the "form follows function" philosophy, with the focus always being on the design process. Both in 2016 and 2017 the company has been granted with prestigious awards like Designer- and Producer of the Year by different magazines. Today the company has its office and studio in Hammarby Sjöstad, Stockholm.



## Outdoor furniture in new patinaed copper roof green

**Patinaed copper roofs and the white-green leaves of the willow tree were the inspiration when Massproductions expanded its outdoor furniture range in a new light green shade. Now the popular Tio Collection and the Roadie bench are now presented in a new colour named "Oilcloth Green".**

"For us, it is important that an outdoor piece of furniture can be in nature without creating too much visual clutter. It is a challenge that requires a certain fingertip feeling. A colour that in the indoor environment can appear pale, becomes very strong in full daylight amongst nature's slightly duller colour scale", says Magnus Elebäck, CEO and co-founder of Massproductions.

The term "oilcloth" comes from the English term for the fabric that was originally used for the fisherman's sou'wester waterproof hat and durable tarpaulins. A coarse canvas fabric is treated with boiled linseed oil to give water-repellent properties, a characteristic that also suits outdoor furniture that must withstand the elements' impact all year round.

"In our existing spectrum of colours, we have lacked a lighter green. Maybe because it is challenging to place a green piece of furniture in greenery. We chose the colour Oilcloth Green because it does not compete with the greenery of the leaves but has its own character. It is a colour that also works in more urban contexts together with stone, wood and concrete", concludes Magnus Elebäck.

As before, the new paint also consists of a UV-resistant powder coating developed for house facades, with extreme resistance to both sun and moisture