

A modern lounge area featuring several bright orange armchairs and ottomans arranged in a semi-circle. The setting is a grand, high-ceilinged hall with white classical arches and columns. Sunlight streams in from a skylight, casting shadows on the floor. In the background, there are bookshelves, a dining table with chairs, and a large potted plant. A black floor lamp with a curved neck and a cluster of gold pendant lights are also visible.

BoConcept®

B2B BROCHURE

LIVE. WORK. PLAY.

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Danish Design

We tailor our service to meet your needs. We can handle everything from interior design, installation, and the storage and management of your order inventory.

WHY BOCONCEPT

DANISH DESIGN SINCE 1952

Danish design is our legacy, decades of functional, stylish home furniture development and refinement gives your space a homely feeling with timeless design and craftsmanship, central to work-life blend and relaxation.

OUR TEAM BY YOUR SIDE, EVERY STEP OF THE WAY

Our qualified consultants will work with you to design your ideal space. Dedicated to you throughout the process, your consultant will assist from ordering through to installation and after-sales.

ONE-STOP SHOP - THE STRESS-FREE SOLUTION

We offer an one stop solution, not only for furniture, but also a full collection of finishing touches, ensuring a complete and coordinated look. All of which is controlled internally from manufacture to installation.

TRULY GLOBAL. ALWAYS LOCAL.

Your local partner, wherever you are. Experience our designs in 300 showrooms, across 65 countries. With accumulated expertise worldwide, you get the international design with local characteristics.

AFTER SALE SERVICE

Our in-house “white glove” technicians are highly trained, we deliver, install and take the packaging away, giving you a smooth and professional service. You will have an appointed contact to oversee your project from concept to completion. This is our personal service.

BOCONCEPT. FROM DENMARK. TO THE WORLD

Traditionally guarded borders between office and home, work and recreation are converging. Your clients want spaces that reflect the fluid ways we *live, work* and *play* today.



Made in Denmark

BoConcept is a premium lifestyle furniture brand rooted in Danish aesthetics and the philosophy of simple and purposeful functionality.

WHO WE ARE

The BoConcept story began in Denmark in 1952 as a partnership between two cabinet makers. It is credited with a number of design firsts. These include introducing the first flexible furniture system in Scandinavia, in 1979. And in 1984, the first piece of Danish furniture was created according to the now famous knock-down principle.

In 2013 BoConcept and Mercedes Benz designers collaborated on the design of their signature vehicle.

The company has been the recipient for the 'best of the best' Red Dot Design Award, has over 300 stores in 60 countries and employs over 600 interior designers delivering personalised interior solutions.

As everyday life, work and recreation converge, your clients want spaces that reflect the fluid ways they live, work and play. Our service and products empower you to meet that demand – an one-stop solution, reducing complexity and giving you a competitive advantage.

WHAT DO WE OFFER

Trade Discount

Our tiered trade discount gives you access to a discount no matter how small or large your project is.

Our discount tiers are devised to be flexible to accommodate all types of professional structures. We can work alongside with you or assign one of our Interior Designers to work directly with your clients.

Customisable collection

Our designs are not only smart and functional, they can also be customised to suit your space and style.

For whatever size and shape, we can always find a unique style for you, get the most out of your space. Bring us a floor plan, we can bring your ideas to life!

Partnerships

There are many ways we can work with our partners to add value, including but not limited to: display room for property developers, sponsorship for events, furniture and accessory giveaway to home and interior related bloggers, co-branded marketing campaigns, magazine or project photo shootings etc.





WHAT DO YOU GET

BESPOKE 360-DEGREE SERVICE

We tailor our service to meet your needs. We can handle everything from interior design, installation, and the storage and management of your order inventory.

AUTHENTIC HOMELINESS

Our decades of designing for private use, help us deliver a pleasing essence of home. Essential for contemporary work-life blended workspaces. While we respect history and existing interiors, we enhance the contemporary homely feeling when upgrading your residential or commercial spaces.

EASY ONE-STOP SOLUTION

Remove the stress and complexity of multiple suppliers. Our collection includes furniture, lighting, accessories and artwork. It's everything you need.

WORLD-CLASS DESIGNERS

We only work with the best designers in the industry. Choose designs from Karim Rashid, Morten Georgsen, Henrik Pedersen, Nendo and more.

Our quality is more than aesthetics. We stand for craftsmanship, uncompromising attention to detail and exceptional materials. Our reputation and global footprint allows us to handpick the best experts from around the globe. And we do it, remembering the well-being of animals, workers and our planet.

CAMIRA FABRICS

In addition to our 100+ fabrics and leathers, we also offer fabrics by Camira. The British heritage maker leads the industry with a focus on long-lasting comfort and durability, innovation and sustainability – all qualities we love.

QUALITY CHECKING

Our quality department works closely with the Technological Institute of Denmark, allowing them complete freedom for independent testing and your peace of mind.

WOODEN FURNITURE

Over 98% of our wooden furniture is manufactured here in Denmark, in our company-owned factory. It allows us to push industry standards, like applying five separate coats of lacquer – giving your furniture extra durability and an exceptional finish.

SOFA FILLING

We fill our sofa cushions with quality aquatic bird feathers. The feathers are sorted and selected for their light weight and ability to trap air – giving you sublime comfort.

HAND-SELECTED VENEER

Our real wood veneer is of the highest quality – a claim we can confirm. An expert from our factory here in Denmark travels to Canada three times a year to personally hand-select veneer for our production.

HINGES & DRAWER RUNNERS

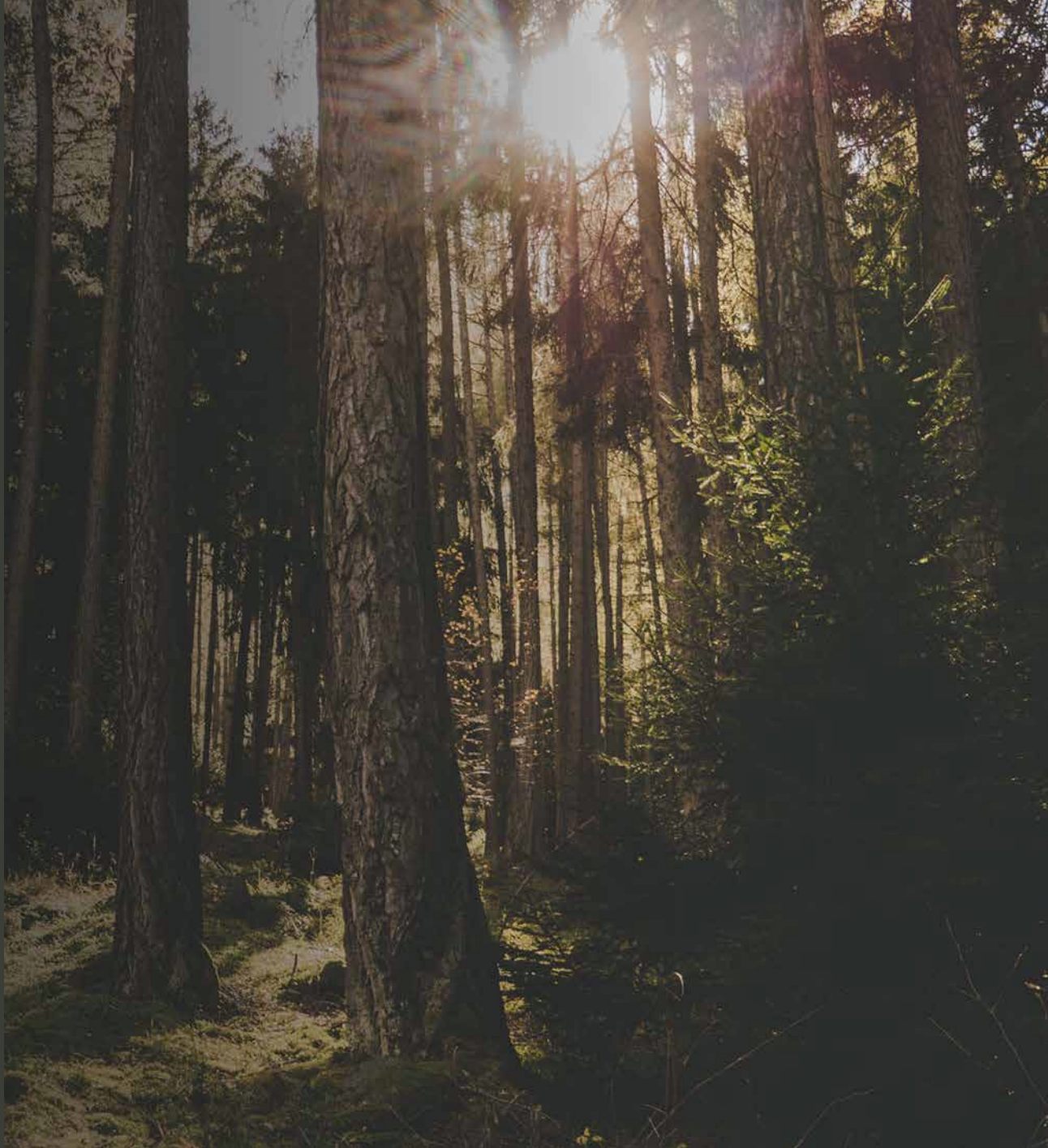
Our high-quality European hinges and drawer runners are tested to a total of 300,000 cycles – the equivalent of 50 and 25 years of use, respectively.

WORLD-CLASS LEATHERS

Our leather come from some of the finest tanneries in Europe and South America. We offer an array of colour options and grades: from corrected, to semi-aniline, to our highest quality pure aniline.



QUALITY BY
TRADITION



Our ambition is to manufacture products with as little impact on the environment as possible. We continuously strive to make environmental improvements on the production of all BoConcept products and their logistics.

SUSTAINABILITY

- *UN Global Compact member since 2009. Its 10 principles form the framework of our CSR initiative, and cover human rights, employer rights, respect for the environment and prohibition against corruption.*
- *The BoConcept CSR policy: environmentally friendly and safe production at our own production facility and sub-suppliers; and reduction in CO2 emissions related to transportation and logistics.*
- *REACH contracts with all suppliers. REACH is a chemical law applied when importing to EU.*
- *Compliance with US / CA65: the removal of unnecessary FR chemicals in padding / foam products.*
- *Made California's EPA TSCA VI & Carb 2 law our global standard around formaldehyde borders in particle board, MDF and plywood.*
- *Over 98% of our wooden furniture is made in our own factory in Denmark. There, we have implemented strict standards on recycling and use some of the industry's cleanest and most sustainable lacquers.*

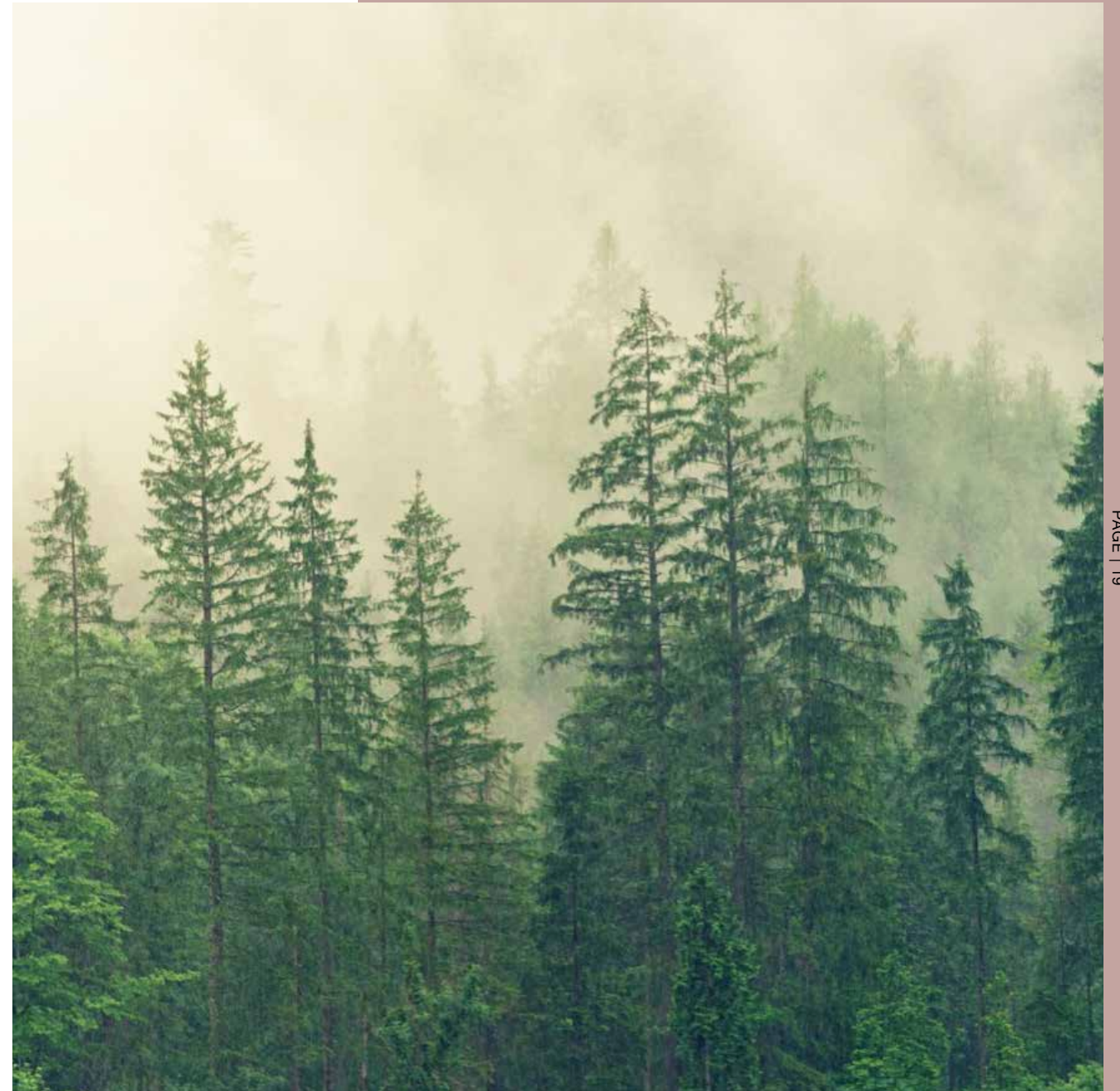
SOCIAL RESPONSIBILITY

RESPECT FOR ALL

One of our core values is “respect”. We want to show respect for our customers by delivering great design and quality at the right price. And with as little cost as possible to workers, animals and our planet.

ONE UNIVERSAL STANDARD

Our scale and decades of experience allow us to carefully select suppliers and subcontractors. All share our commitment to the highest quality and must follow our code of conduct. This standard protects the rights of their employees. In fact, we strictly require all of our suppliers and partners to apply the same quality, environment standards and work processes as we implement in Denmark.



We believe every design is your brand's touchpoint. All elements should combine to tell your story and convey your values. And the final product should embody our Danish design roots of craftsmanship, simplicity, functionality and quality materials.

DESIGN DNA

FORM

We get closer to perfection through a process of reduction. We carefully consider each detail, giving our designs a feeling of pure precision and purposeful craft.

FEEL

Irresistibly crafted. Our products are intuitively inviting and welcoming, appealing to the senses. With thoughtfulness, attention to detail and choice materials, we evoke a feeling of craftsmanship.

FUNCTIONALITY

Our designs are always purposeful, carrying on the Danish tradition of design that values functionality and form. A well-crafted balance – one never outweighing the other.

BOCONCEPT. FROM DENMARK. TO THE WORLD



Anders Nørgaard / “My design is characterized by beautiful lines, minimal styling and perfect proportions. However, functionality is always key.” The Danish architect and furniture designer is famed for his ability to conceive sofas and chairs that are coveted around the world.



Henrik Pedersen / “I don’t do this for money or fame. My passion is creating good products that can be used by customers around the world.” The Danish furniture and lighting designer uses his innate sensibility to produce captivating designs; including the iconic Imola chair.



ARDE / “Furniture is art in form of functionality and beauty. When a design has art, it strikes a chord with consumer.” Danish designer, ARDE blends his home’s minimalism with elements of the unexpected, to create designs that pique the imagination.

WORLD- CLASS DESIGNERS

We work with some of the most respected designers in Denmark and further afield. They’re all award-winning experts, as you would expect. But perhaps more important is our mutual interpretation of great design: elegant, well considered products that reflect our time and improve our lives.

nendo / “We want to give something more with our design. A little twist that catches the eye and creates a small moment.” Founder of nendo, and youngest ever Wallpaper Magazine Designer of the Year, Oki Sato’s unique take on Japanese design has made him a household name.



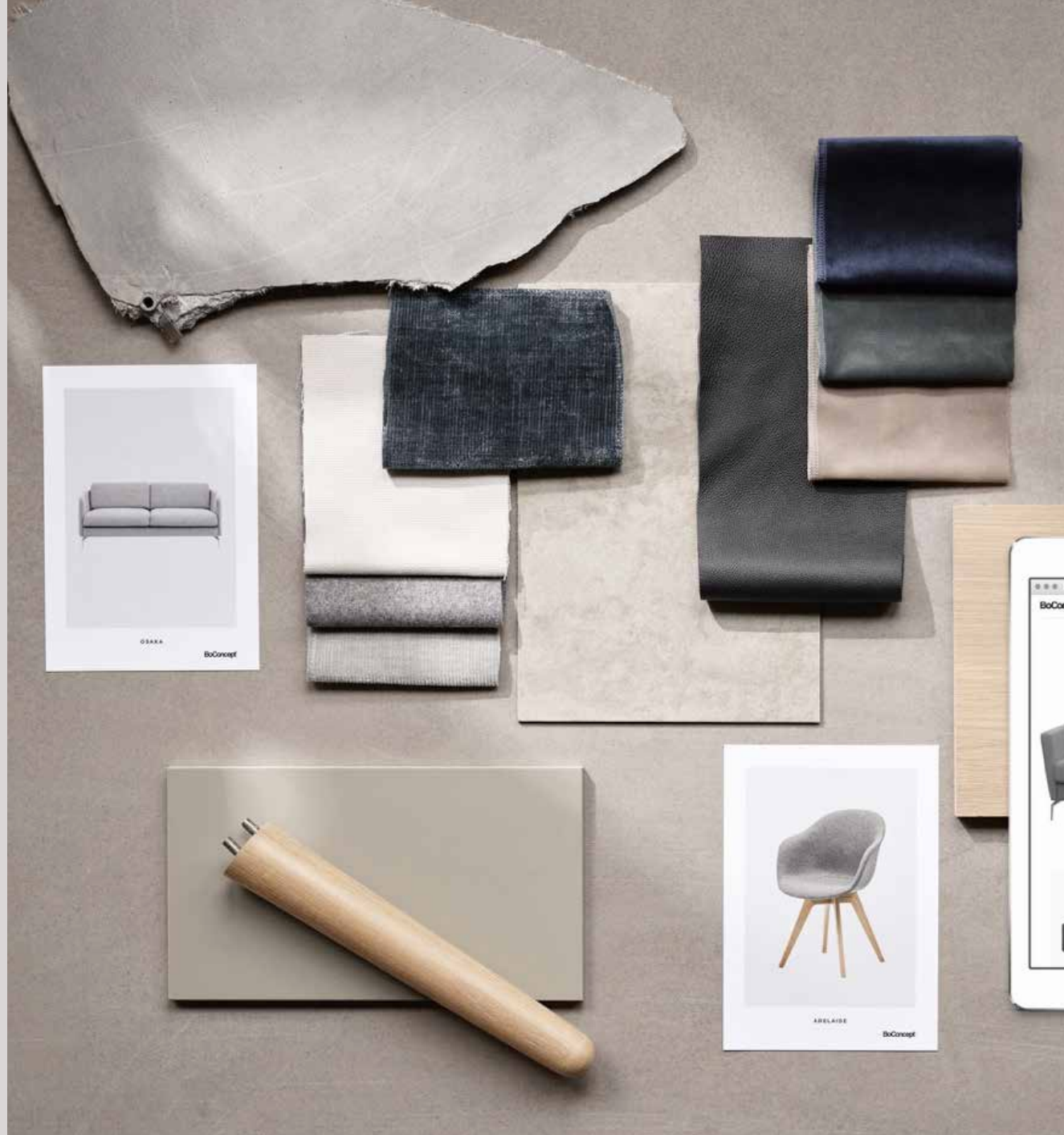
Frans Schrofer / “My overall guiding principle is to create tools for living. A language of form without words.” Part of more than three generations of renowned creativity, the award-winning Dutch designer draws from a rich palette of artistic and technical knowledge.



Morten Georgsen / “When you combine pleasing proportions with beautiful colours, materials and craftsmanship, you create a design that evokes a good feeling.” Our longest running partnership, the Danish designer has been conceiving designs for us since 1993.



Karim Rashid / “The object should include a sense of humanity. Something soft that touches you and makes you feel at ease.” The Egyptian-born, Canadian-raised New Yorker is one of the most famous, prolific and awarded designers of his generation.



Customisation has always been at the heart of our brand and products. Because you shouldn't have to compromise for new furniture. Instead, great design should adapt to fit your needs.

CUSTOMISATION MATTERS

ANOTHER TOUCHPOINT

For your furniture solution to be truly successful, it must reflect your brand values and personality. So, we offer a range of customisation options, covering material, colour, component, size and finish.

READY FOR CHANGE

Many of our designs offer modularity and reconfigurability, allowing you to match the changing demands of different stages of life.

COMPACT LIVING

We have a range of space-saving products that are ideal for smaller spaces. These include modestly sized, yet perfectly proportioned designs, as well as multipurpose furniture and concealed storage.





WHAT DO WE COVER

RESIDENTIAL

The importance of furniture can't be overstated. It can make or break a home – and your ability to sell it. With a range that covers large-scale to space-saving designs, we tailor solutions that put your portfolio in its best light.

OFFICE

Meeting rooms and offices are where decisions are made, ideas formed and strategies devised. So, do you want your space to be more stimulating and inspiring? Our furniture and accessories foster creativity, well being and success to your work environment.

HOSPITALITY

More than food, drink and good service, the recipe for a memorable stay requires the right atmosphere. Our designs give your establishment just that. Together, we create comfort, helping your guests feel right at home.



TWIN PEAKS SINGAPORE, SINGAPORE

RESIDENTIAL

The importance of furniture can't be overstated. It can make or break a home – and your ability to sell it. With a range that covers large-scale to space-saving designs, we can tailor packages to optimise your diverse portfolio.



MODULEX BILLUND, DENMARK

OFFICE

Meeting rooms and offices are where decisions are made, ideas formed and strategies devised. So, do you want your space to be more stimulating and inspiring? Our furniture and accessories foster creativity, well being and success to your work environment.



RESTAURANT ATOMIX NYC, USA

HOSPITALITY

More than food, drink and good service, the recipe for a memorable stay requires the right atmosphere. Our designs give your establishment just that. Together, we create comfort, helping your guests feel right at home.

BOCONCEPT. FROM DENMARK. TO THE WORLD

BRASSERIE HERNING, DENMARK





lamps, *sofas*, **wall systems**, *bookcases*,
beds, **chairs**, mirrors, ceramics,
armchairs, *gallery*, benches,
coffee tables, bedding, clocks,
desks, artwork, barstools,
occasional tables, **dining tables**, *outdoor*,
sofabeds, daybeds, rugs, **shelving**

EVERYTHING YOU NEED.

NEWS

Toulouse system



BOCONCEPT. FROM DENMARK. TO THE WORLD

Atlanta storage system
+ Phoenix desk



BOCONCEPT. FROM DENMARK. TO THE WORLD



SOFAS

Ottawa



Carmo



BOCONCEPT. FROM DENMARK. TO THE WORLD



Osaka



Hampton



Carlton



Mezzo



Genova



Amsterdam



Adelaide



Miami



Nantes

BOCONCEPT. FROM DENMARK. TO THE WORLD

LOUNGE CHAIRS



Athena



Boston



Fusion



Trento



Dublin



Veneto



Osaka



Ogi



Fly



Lucca



Adelaide



BOCONCEPT. FROM DENMARK. TO THE WORLD

Imola



BOCONCEPT. FROM DENMARK. TO THE WORLD

BEDS/ SOFABEDS



Lugano



Lugano



Lugano Storage



Gent



Mezzo



Arlington



Austin



Oxford



Stockholm



Indivi sofabed



Osaka sofabed



Xtra



CHAIRS/ BARSTOOLS

Adelaide



BOCONCEPT. FROM DENMARK. TO THE WORLD



Aarhus

Ottawa



Lausanne

Newport

Mariposa



Florence

Nico

BOCONCEPT. FROM DENMARK. TO THE WORLD

TABLES

Torino Conference



Torino



Alicante



Ottawa



Granada



Madrid



New York



Milano



Milano ceramic



Augusta



Rubi



Billund

STORAGE

Copenhagen



BOCONCEPT. FROM DENMARK. TO THE WORLD



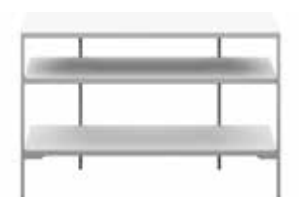
Lugano



Como



Bordeaux



BOCONCEPT. FROM DENMARK. TO THE WORLD

LIGHTING



Kuta



Main



Kip



Outrigger



Pine cone



Mix



Berlin



Futuna



LED



Curious



Berlin



Ball



Five



ORB



Geometry



Pine cone



Curious



Stockholm



Satellite



Shelter



Chelsea



Ball



Demand



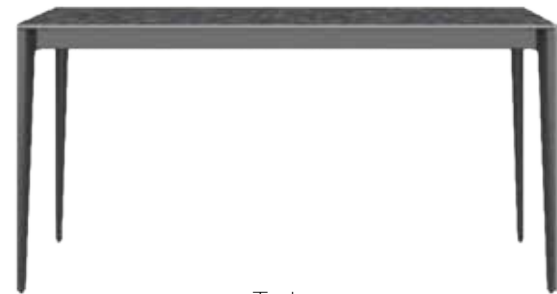
Quadro

OUTDOOR

Rome



Rome



Torino



Adelaide



Elba



ACCESSORIES

Accessories can excite the eye and inspire the imagination, add a pop of colour or a hint of mystery. Lamps, rugs, cushions, vases and more - sometimes it's the little things that make a difference.

BOCONCEPT. FROM DENMARK. TO THE WORLD

Download 3D drawings of BoConcept's product range and solutions at 3d.boconcept.com

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