



PRESS RELEASE

AMANTA Collection – Introducing in 2015 by JELÍNEK

After introducing a successful furniture collection called LaVista, JELÍNEK Company proves that it is determined to continue in developing prime quality products that will appeal with its precise work as well as atmosphere, style, and unique designer's approach. JELÍNEK presented hot news of this year at spring trade fairs - the bedroom AMANTA.

But that is not the end of its development. As part of Designblok 2015 we have decided to expand this successful collection with new elements and make progress in material solutions.

Amanta – with the lightness of solid wood

The AMANTA Collection is characterized by the **illusion of levitation** that stands in contrast to the solid oak used. The design comes from Jaroslav Juřica who has lightened this solid wood while retaining the character of a firm oak bed. A distinctly receded base and nightstands as small wings thus seem to be levitating in space.

The ubiquitous oak is firmed with **strong dowel joints**. The beauty of the front wood section is visible primarily in the nightstand where wood fibers are in the direction of sideboards.

The solid oak is also emphasized by a distinct rounding of the edges that have both functional and ergonomic purpose. That is mainly in the sideboards when sitting down on the mattress and then on all the outer exposed edges of the furniture.

Compact surface of the front headboard is **intentionally disrupted by ingrown, carefully selected knags**. Their random distribution underlines the unique beauty of solid wood. Natural oil surface finish allows to lighten the furniture even more with color and highlight other details, mainly the connection of the shelf to the sideboard or detail of the front headboard.

The possibility of dichromatic combination provides variability when incorporating it in the interior that uses multiple color shades.

Expansion of the collection and its introduction at Designblok 2015

As part of the introduction of the successful collection AMANTA we have decided (also based on frequent demands from our customers) to expand the collection with a dressing table. The dressing table formally follows the concept of the bed when the designer removed base completely and hung it up on a wall in accordance with the initial idea of levitating mass. Gracefully fitted in a groove, the mirror can be completed with various accessories according to user's needs. An iconic deer head can be used for jewelry. Ladies will certainly appreciate comfortable and easily-adjustable magnifying mirror. When a user has a lot of cosmetics or



likes to put them on display, it is possible to install additional shelves on the sides. An integrated casket is an inseparable part of each table. In front of the mirror there is a shallow storage space that can contain powder, shadows, brushes etc.

Colors

As part of the introduction of this new collection we have also expanded our offer of material solutions. The dichromatic combination has been diversified with upholstered version. Besides even more premium look, this version offers greater comfort for users when sitting on the bed or relaxing and reading on the bed.

“In cooperation with designer Jaroslav Juřica we have decided to continue and we believe that the new AMANTA Collection will win favor with both professional and general public thanks to its timeless design,” said Tomáš Jelínek, the company director, about the new collection.

In Valasske Mezirici, 6. 10. 2015

Tomáš Jelínek, CEO



About JELÍNEK – výroba nábytku s.r.o.

History

The history of JELÍNEK Company goes back to as far as 1897. During its existence the company had gone through many changes, be it proprietary, political, or the recent economic crisis. Despite all these changes the company is a 100% family business with more than 65 employees, and still sticks to the motto of its founders:

“Gaining customers’ trust by honest work.”

Today

After 40 years of communist regime, the once nationalized company was returned to JELÍNEK family.

Since that time it has been building a strong position on the market in the domain of solid wood furniture making and healthy sleep. The production of JELÍNEK includes complete bedroom furniture, mattresses, dinning sets, seating, living room sets, and many other things. The company can promptly respond to atypical customers’ requests and make furniture to order to satisfy the client.

Vision

Our mission is to produce high-quality products from wood and thus keep up the family tradition since 1897. To create added value in the homes of our customers by connecting modern technology with craftsmanship. A value that will last for generations.

JELÍNEK Collection

We are well aware that a **good craft** has to be distinctively processed. Therefore we have decided to establish JELÍNEK Collection that aims to offer you these merits in every respect. In JELÍNEK Collection, we are offering you not only premium-made high quality furniture such as we have made heretofore. We also want to offer you **atmosphere, style and distinctiveness** present in our products’ appearance and enhanced by the original approach of a designer.

JELÍNEK Collection is a **concept that is not afraid** to be original and unique.

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