



PRESS RELEASE

ZIRBE collection – BIO furniture by JELÍNEK

Let the nature surround you. The furniture made from solid wood ZIRBE will impress you not only with its intense scent. The alpine woody plant ZIRBE grows at the altitude over 1,600 m. Given the conditions it grows slowly and accumulates a lot of **natural oil PINOSYLVIN** which has a beneficial effect on cardiovascular system and thus helps to sleep well.

“With ZIRBE collection we wanted to extend our offer of woods and to introduce something completely new to the market. We believe that this collection will be attractive both for the professionals and general public,” says Tomáš Jelínek, Director.

ZIRBE collection – With the scent of nature

The study by **JOANNEUM RESEARCH Forschungsgesellschaft mbH** showed that staying around ZIRBE is beneficial to our health. During an eight-hour sleep, the sleeper's heart rate drops by 3,500 pulses which is approximately one hour of heart activity. This has a very positive effect on the sleep quality. The sleep is deeper and calmer. We intentionally manufacture the ZIRBE furniture **without any metal joints and surface finish** in order to let ZIRBE affect the human organism as naturally as possible.

ZIRBE collection and its introduction at Designblok 2018

This year at Designblok 2018, we will introduce the collection made from alpine wood ZIRBE that is in demand worldwide for its unique qualities.

The connection of modern technology, quality craft work, and natural materials in **ZIRBE wood** features also in FLABO collection by German designer Jochen Flacke. The rounded headboard of FLABO bed invites you to relax in your bed. The solid appearance is lightened with distinctively receding base. The whole bed including ingeniously attached bedtables levitates in space and gives you the sensation of “sleeping in the clouds”. The levitating construction prevents the unfortunate possibility of stumbling over the bed legs.

In Valašské Meziříčí, 19. 10. 2018

Tomáš Jelínek, Director 



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, dining 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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