



PRESS RELEASE LONG VERSION

March 11, 2013

The **+table**, by **Fraaiheid**[®]

Pure splendour from one sheet of wood

Fraaiheid is a new Dutch design label led by three architects: Daniel Aw, Sjoerd Schaapveld and Rikjan Scholten. Their first item for sale is the **+table**, which was developed from their working experience in Dutch construction and their desire to make innovative products which easily appeal to a public who wants to add a little bit of **Fraaiheid** (Dutch translation of beauty) to their lives. With the **+table** they created a design table for a non-design price that can be put together in three minutes.

One table out of one sheet of wood

For the **+table** the designers of **Fraaiheid** transformed a single sheet of laminated plywood into a unique piece of furniture, which is sustainably produced and at the same time doesn't cost the world. Moreover the table can be assembled without the requirement of any other material or tool at all. So, all the beauty of one **+table** comes from a single sheet of plywood and three minutes of old-fashioned manual labour by the consumer.

Refined finish, minimal loss of material

An advanced production technology, the so-called cnc-milling, is used to produce the **+table**. With a little drill a computerized machine mills all table parts with great precision from one sheet of wood, ensuring an accurate finish and a minimal loss of material.

Crosses

The **+table** gets its name from the cross-shaped joints visible in the table top. These are the result of the way the different parts of the base of the table are put together, clearly showing the construction method of the table. If the joints are looked at closely the essence of the used material emerges as the layers of the wood become visible.

Material

The basic material of the **+table** is plywood, an industrially produced material of thin layers of wood glued together. This results in strong sheets of laminated wood which are available for wholesale purchase in a few standard dimensions. It is often used by the furniture industry, like in table tops and kitchen cabinets. For the **+table** **Fraaiheid** uses high quality birch plywood with a hard top layer of coloured HPL (High Pressure Laminate) for extra protection.

Available in four sizes

The **+table** is available in four sizes and in a variety of colours, for any interior or occasion. The smart use of material and the modern production technology reflect in another positive key feature of the table, the pricing. A design table for a non-design price that can be put together in three minutes!

Where to buy

The **+table** can be bought on the website of **Fraaiheid** and at selected points of sale.

www.fraaiheid.com
info@fraaiheid.com



PRESS RELEASE SHORT VERSION

March 11, 2013

The +table, by Fraaiheid®

Pure splendour from one sheet of wood

How to transform a single sheet of laminated plywood into a unique piece of furniture, which is sustainably produced and at the same time doesn't cost the world? This was the question three Dutch architects asked themselves. Their answer: the +table series, now for sale through their brand new design label *Fraaiheid*. The cross-shaped joints make it possible to assemble the table in a second without the use of any special tools.

www.fraaiheid.com
info@fraaiheid.com

Note for the editors:

High quality images can be found on our website: [www. http://fraaiheid.com/?page_id=670&lang=en](http://fraaiheid.com/?page_id=670&lang=en)

For more information on Fraaiheid and the +table you can contact:

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