

# About ECO-STEEL<sup>®</sup> Steel Frame



- Eco-Friendly Steel – Recyclable – Sustainable
- Reduce logging of trees – Going Green
- Engineered product – Quality and Comfort
- Strength – stronger than timber
- Stable – sofa will last and look good longer
- Durable – easy care
- Lighter – easy to move
- Longer Warranty – Confidence, Value and Peace of Mind



# Your ECO-STEEL Story

ENGINEERED FOR LIFE



## Benefits to consumer and society

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## Benefits to retailer

- ❖ Reduce CoQ (Cost of Quality)...less returns
- ❖ No need for complex and legal FSC, OLB or PEFC “Chain of Custody” Timber compliance...are now getting ever tougher in all markets
- ❖ High “Loadability” and “Stacking” capability to minimising warehousing and transportation costs – reducing overall cost
- ❖ FIM’s compact carton packing also passes all international “Drop Test” requirements including ISTA and ASTM standards. Especially In light of the exponential growth in online sale