

# CONFORM<sup>®</sup>



Swedish craftsmanship to lean on since 1978







Ready to take a step back?  
*Great!*



Scan to view  
the digital version

2025  
English





*Half a century has almost passed,  
and the Conform armchairs  
have lost none of their vitality  
or ability to surprise. In fact,  
today's product range seems more  
attractive and inviting than ever.*

*Besides the inspired designs,  
technical refinement and solid  
craftsmanship, the times we live in  
likely contribute to that impression  
— it's more than understandable  
that we humans are increasingly  
longing for a personal place  
of calm and comfort, of reflection  
and disconnection.*

*Our wish is to offer you just  
such a place.*







# SHAPED BY A LANDSCAPE



Mile after mile of dense forest is your constant companion, no matter which route you take through the heart of Småland. But every now and then, the firs and pines give way for an opening – and what then meets you is likely a furniture factory.

In the old days, nothing ever came for free in these parts of Sweden. The tough conditions imposed by the landscape shaped its inhabitants, who became pragmatic, honest and persistent – qualities that proved invaluable when eventually applied to furniture manufacturing.

A piece of furniture from Småland would seldom call out, “This is me,” but quietly tell you, “I’ll be here when you need me.” In the early 20th century, that was a unique approach – one that soon made our

region known far beyond the borders of Sweden. And at Conform, established in 1978 and still located in Holsbybrunn, Småland, we love to honour that tradition of sincerity and durability.

The materials used in our armchairs all come from suppliers we know and rely on. They know that our trust is hard-earned, however, as they all need to meet our unwavering demands on consistent quality and sustainable manufacturing.

If we take all that into consideration, a Conform armchair is actually a multitude of things. It’s sensible design, refined until it’s as close to perfection as we can get. It’s decades of manufacturing experience that can be seen and felt in every detail.

It’s Swedish craftsmanship to lean on, today and for years to come.



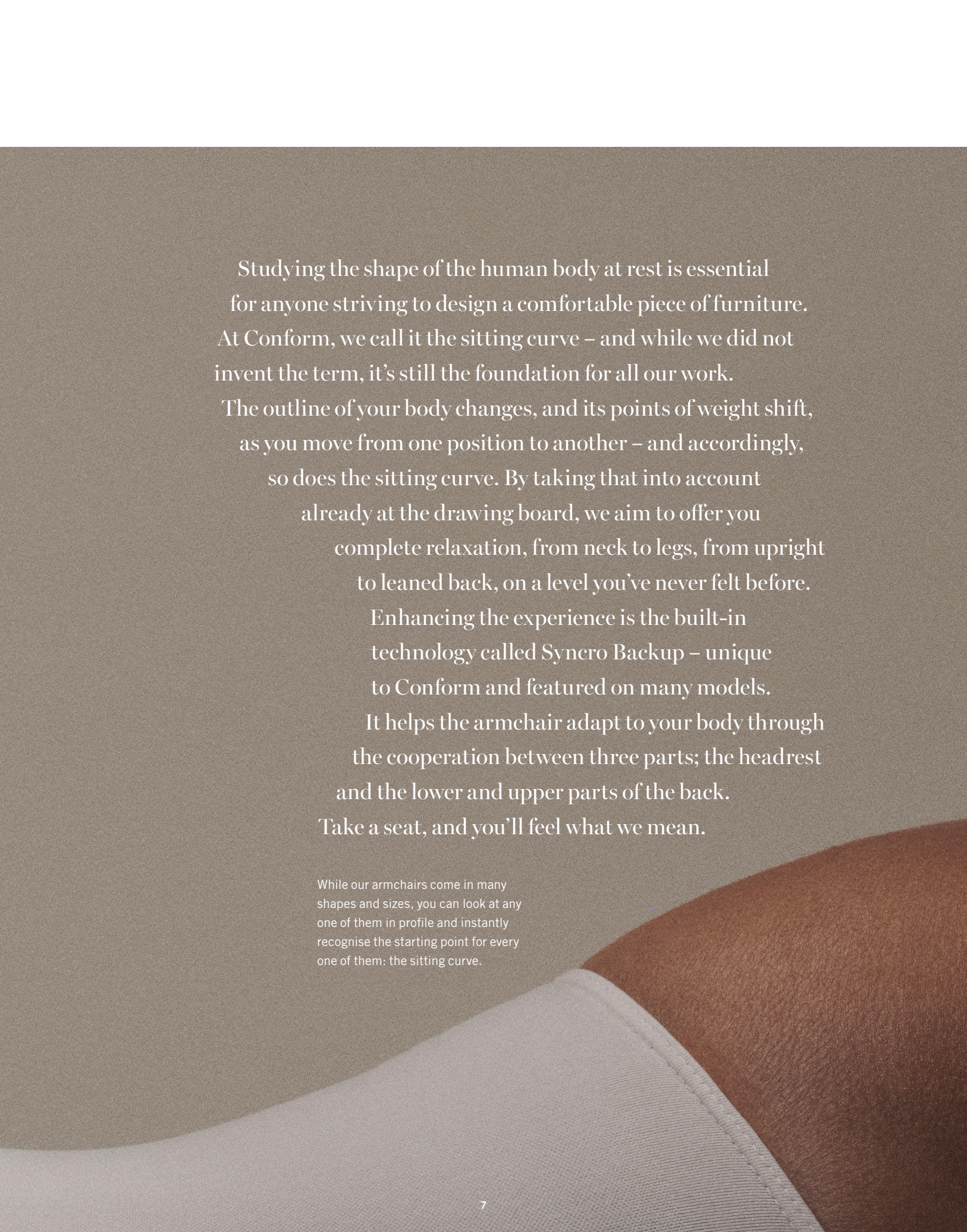






There's never  
a straight line  
to comfort





Studying the shape of the human body at rest is essential for anyone striving to design a comfortable piece of furniture. At Conform, we call it the sitting curve – and while we did not invent the term, it's still the foundation for all our work. The outline of your body changes, and its points of weight shift, as you move from one position to another – and accordingly, so does the sitting curve. By taking that into account already at the drawing board, we aim to offer you complete relaxation, from neck to legs, from upright to leaned back, on a level you've never felt before. Enhancing the experience is the built-in technology called Syncro Backup – unique to Conform and featured on many models. It helps the armchair adapt to your body through the cooperation between three parts; the headrest and the lower and upper parts of the back. Take a seat, and you'll feel what we mean.

While our armchairs come in many shapes and sizes, you can look at any one of them in profile and instantly recognise the starting point for every one of them: the sitting curve.





# Designed for our time

While the sitting curve is the constant starting point, it's really the only predefined element when a new Conform armchair comes into being.

For many years, we have collaborated with a small group of designers who enjoy that freedom of expression, although they have to keep one challenge in mind – the design cannot simply appeal to the eye, it must also match the technology inside. That unity is in essence what makes an armchair Conform.

Together with the designers, we turn their concepts into reality, creating new solutions, trying new materials and finding new combinations along the way.

A common desire among our designers is to create armchairs that are not products of our time, but for it. In the foreseeable future, the world is not likely to calm down or become easier to comprehend. That's where your Conform armchair's enduring value lies, as it will always be there when you need a rest from it all.

As for the timelessness of the design, only time itself will tell, of course. But fact is that many of our models in our range have retained their popularity for ten years or more.



**Lenka Teilmann**

DESIGNER, DENMARK

"I want my design to follow a timeless style, enhanced by handcrafted details. It needs to be contemporary, but also appealing enough to reach a wide audience."



**Kent Thorsell**

DESIGNER, SWEDEN

"I find inspiration in nature's balance and structure. My design philosophy is rooted in flow – where all parts work together to create a harmonious and seamless whole. I strive to combine function and aesthetics in a way that feels natural and thoughtful."





**Jahn Aamodt**  
DESIGNER, NORWAY

“The design needs to satisfy the desires of the user and the surroundings, and perhaps also the society. I strive to create designs that have a personality and a character to survive long-lasting use.”



**Jan Ekström**  
DESIGNER, SWEDEN

“I strive for a true vitality in the lines of my furniture. I try to reach for a naturally bold expression in order to turn the design into a new favourite armchair every time.”



**Niels Gammelgaard**  
DESIGNER, DENMARK

“We are not interested in doing design for the facade. We should not do more of what already exists, but rather make more out of the existence of design. It's about finding the core benefit of design that will do your life good.”



**Eddie Gustafsson**  
DESIGNER, SWEDEN

“In my work I try to simplify and strip down the product, without losing depth and interest in the design. It's about creating a raw yet worked product.”



Extensively tested  
for embracing comfort





When a new armchair is designed, we use digital simulations to identify and correct problems before making a prototype. And when it's ready for manufacturing, it has not only reached the design and technical perfection we believe in – it has also passed unharmed through our test lab.

In a device built for the purpose, the seat and backrest are tested in cycles where pressures of 120 kg (seat) and 40 kg (backrest) are applied – 100,000 times. The durability of the armrests is then tested in a similar manner.

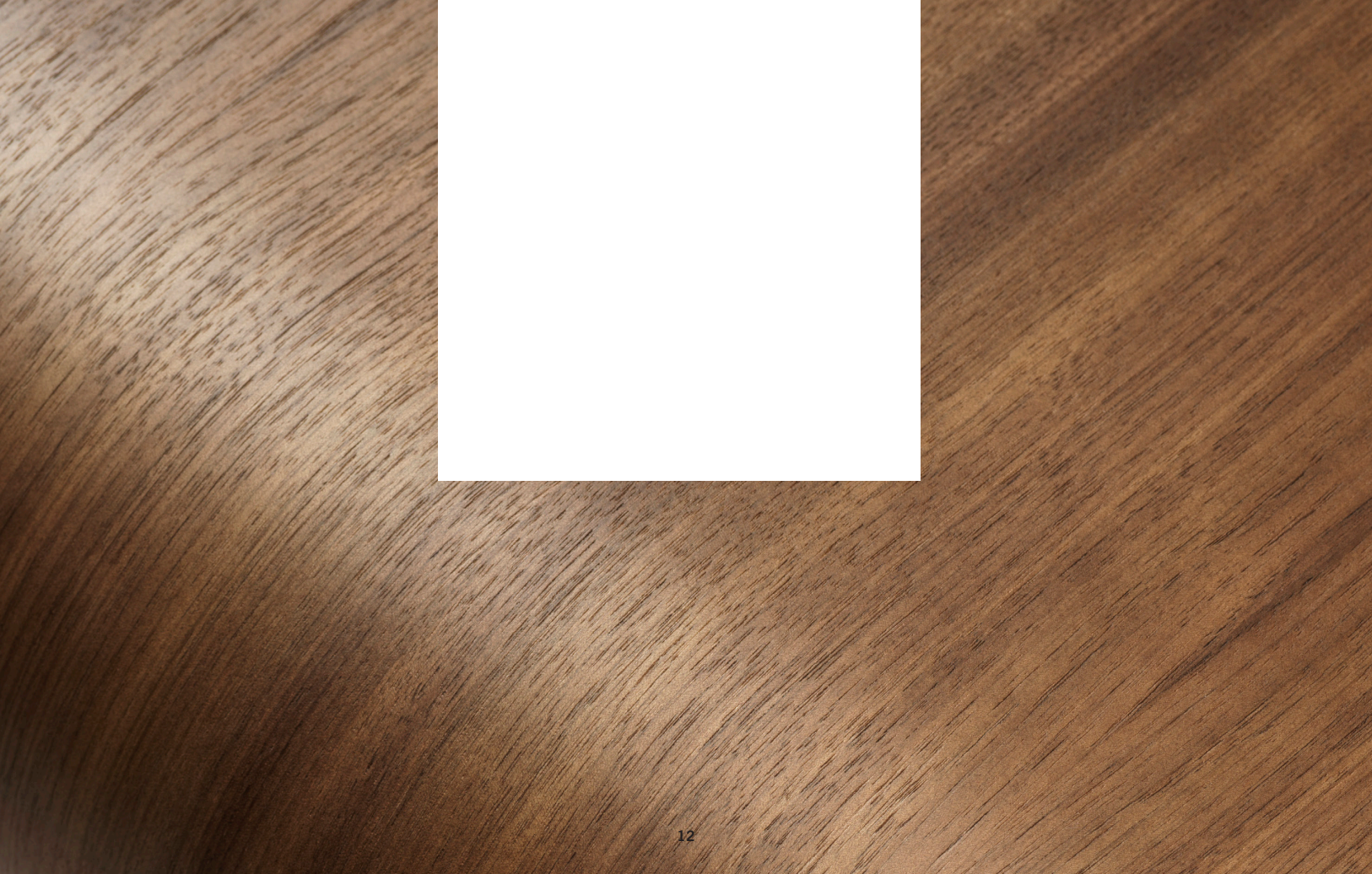
(The maximum human weight of 120 kg applies to Conform armchairs in general, while Timeout Large has been approved for 140 kg.)

We also systematically take armchairs from the production line and bring them through the entire procedure, just to make sure the quality doesn't degrade over time.

A comfortable armchair that wishes to live a long time in someone's home must be prepared to endure a lot of things. Especially if it comes from Conform.



FIRST CHOOSE CONFORM,  
THEN MAKE YOUR CHOICES



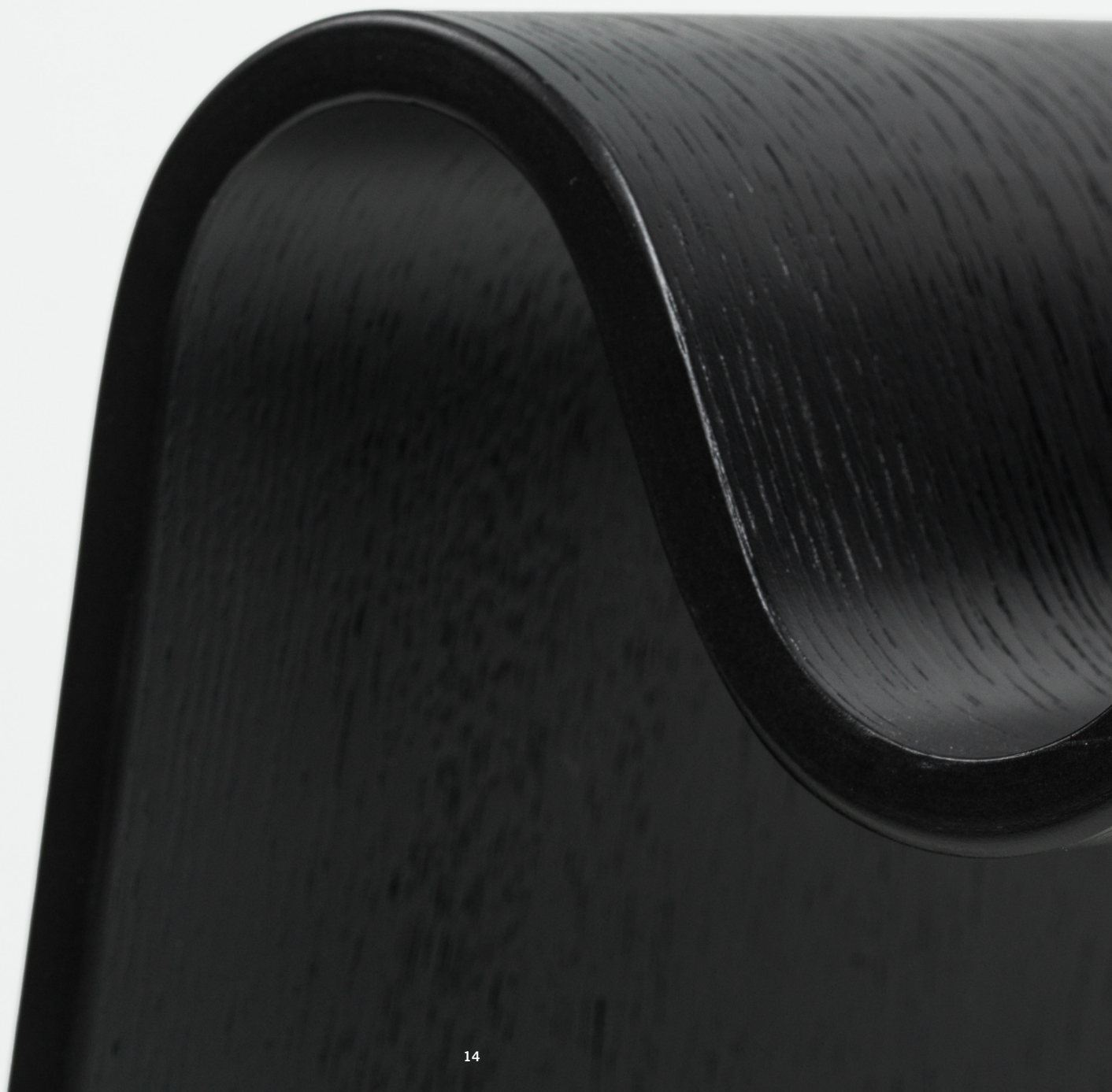




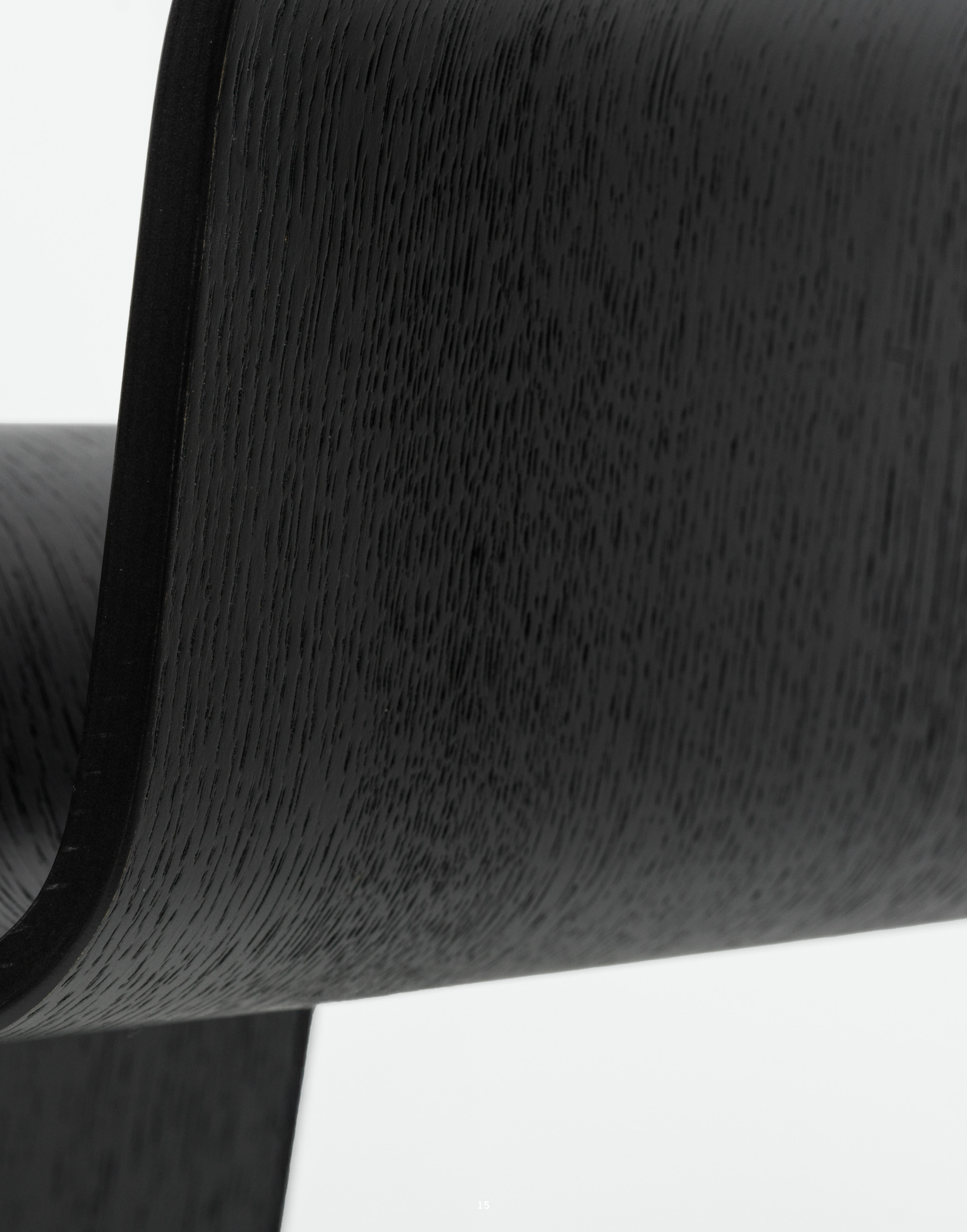
Wishes become choices inside Conform's wide selection of textiles, colours and materials. This is where you put the finishing touches on the design of your armchair – and the possibilities are almost endless. Perhaps you want it to harmonise fully with the style of your home? Or let it become the rebellious centrepiece of the room?

## ADDED ATTRACTIONS

All right, we confess: We do not make armchairs exclusively. Inbetween our regular development projects, we had a go at designing a few side tables – and they turned out so good that we simply couldn't resist putting them into production. Of course, they feature the same high standards as our armchairs – thus becoming a natural complement.









## LET YOUR BACK LEAD YOU FORWARD

All Conform armchairs are designed to give you a place of perfect relaxation. Still, we know that comfort is a highly personal feeling – and hard to grasp by looking at a photo or reading a description.

As you browse through our range, your eyes can likely be relied on to find a match for your style or the expression you seek. But if you value the opinion of your back as well, we strongly suggest you also pay a visit to one of our retailers. You can find them all at *conform.se*.





## TEN ARMCHAIRS, ONE PURPOSE

Presented on the following pages are a thoughtful selection of ten Conform armchairs, each one accompanied by a great number of options to personalise their appearance.

You will notice how style, size and shape vary quite a bit from model to model. Their purpose, however, is one and the same: to embrace your body and give you that well-deserved rest for years to come.

All of them have been lovingly designed, carefully constructed and thoroughly tested. Now they just need a home.

18–21

TIMEOUT/

22–23

AIR/

24–25

GLOBE/

26–27

DAISY/

28–29

BRAVO/

30–31

AFTERWORK/

32–33

SHABBY/

34–35

GYRO/

36–37

TURTLE/

38–39

AVIORA/



Syncro Backup, our built-in technology, provides comfortable and ergonomically correct sitting in all positions.





With its name carrying the promise of a necessary break from whatever you're caught up in, Timeout has become a reliable place of comfort in thousands of living rooms.

While outstandingly comfortable and solidly constructed, we believe its success can also be traced to a rare visual duality – the design is distinct and instantly recognisable, yet it blends surprisingly well with many different interior styles.

# TIMEOUT

Designed by Jahn Aamodt







Syncro Backup, our built-in technology, provides comfortable and ergonomically correct sitting in all positions.

## TIMEOUT LARGE

Designed by Jahn Aamodt

We've made it our mission to offer perfect relaxation, no matter who you are or how your body is built. This is why our beloved armchair Timeout is also available with a wider seat and taller back.

As other features and options remain the same, it's simply an extended Timeout.





# TIMEOUT with FOOTREST

Designed by Jahn Aamodt

Timeout was designed to put your mind at ease and your back to rest. But sometimes your feet can use a little support, too – and this version takes care of just that.

The built-in footrest follows a natural line from the seat of the chair, and it can be tilted for optimal comfort.



Syncro Backup, our built-in technology, provides comfortable and ergonomically correct sitting in all positions.



Syncro Backup, our built-in technology, provides comfortable and ergonomically correct sitting in all positions.





# AIR

Designed by Jahn Aamodt



Breathe out elegantly. The classic design of Air helps it fit many different interiors, without taking over the room. It's one of our most popular armchairs, with a design and quality that will stand the test of time and trends ... and above all, everyday use.

Air is available with footrest (as seen on the left) and with chair and footstool.





# GLOBE

Designed by Jahn Aamodt







Circle the Globe with your eyes, and you'll get a fairly good picture of what you're about to get into. Conceived as a personal sphere, this organically-inspired armchair offers relaxation as well as creative pondering as you take a little spin and let your body feel at ease.









# DAISY

Designed by Eddie Gustafsson



While organic shapes have always been essential to Conform's design formula, Daisy decided to stretch out its petals a bit further. This vibrant and happily designed swivel chair is a joy to recline – or swirl around – in. Its unique foot matches the curves and roundness of the seat. Pick the materials and colours you like to let Daisy flourish in your living room.





## BRAVO

Designed by Jan Ekström



With its distinct design, Bravo brings a sophisticated yet relaxed touch to the room. Right below the slim appearance, there's a solid construction made to last for decades to come.

While Bravo originated as a swivel chair, it's also available with wooden legs or a flex frame.





You can choose between standard back height or a lower version.



# AFTERWORK

Designed by Jahn Aamodt

Highly adjustable  
magnetic headcushion.







Afterwork 2 with adjustable headrest



The concept of “after work” has been given a more gentle interpretation through this armchair. Afterwork has a classic, stylish design where the curved armrests add an additional liveliness – it’s the perfect place to breathe out after a tough day at work.





## SHABBY

Designed by Lenka Teilmann

A relaxed lounge feeling defines Shabby, an armchair essentially composed of a slim metal frame and an inviting one-piece seat. Far from just an eye-catcher, Shabby has been solidly built for unpretentious socialising (or non-socialising) for many years to come. The footstool and your choice of upholstery make the impression complete.







The seat looks especially nice in genuine leather.





The armrests seen here can be omitted if you want to scale the design down to its essential curves.



# GYRO

Designed by Jan Ekström



Organic but restricted, Gyro expresses confidence through a few bold curves interacting to present a light and natural whole. This swivel chair with its convenient size invites you take a little spin before you let your thoughts gather and your body settle down.





# TURTLE

Designed by Lenka Teilmann

With its distinct three-piece back and arched armrests, Turtle subtly resembles a protective shell – which, in essence, it is; an armchair keeping everyday stress and demands out. This is one of our most eye-catching models, and the rounded shapes strung together are almost irresistible to make even more expressive through your choices of colour and textile.









## AVIORA

Designed by by Kent Thorsell

Relaxation gets electronically enhanced with Aviora, an armchair with a built-in motorised system for smooth adjustments. You will enjoy having full control over your comfort while its design is just pleasing to the eye, offering classic Conform attributes such as organic lines and refined simplicity.







# MEET THE FAMILY

If you haven't found your perfect match among the ten armchairs you've just met, there are actually many more to choose from. Below you see the complete Conform range, where there are also dining chairs making any everyday meal more enjoyable, and stylish side tables designed as natural extensions of the armchairs.

Visit [conform.se](http://conform.se) to get closer acquainted with all of them.



AVIORA



AIR



AIR  
*with FOOTREST*



BRAVO



BRAVO LOW



EASY



FLOW



FRIEND



FREETIME



GAGA



GAZELL



GLOBE



GYRO



JOY



LIFE



MASTER



MASTER  
*with FOOTREST*



MYPLACE



NOVA



PRIME



PUZZLE



PUZZLE  
*with FOOTREST*



RELIEVE



RELIEVE  
*with FOOTREST*



RELIEVE LOW



STYLE



TIMEOUT



TIMEOUT  
*with FOOTREST*



TIMEOUT LARGE



TURTLE



FUNCOTABLE



TIMEOUT TABLE



GAZELL TABLE

Conform disclaims any typographical errors, errors in information and errors in specifications on any item appearing in this catalogue. All images in this material should be regarded as illustrations. Conform can not guarantee that images accurately reflect the appearance and colour of materials, leathers and textiles. When product samples are required, please contact Conform for information or the nearest dealer.





## EXTERNAL TESTS APPROVES TIMEOUT AND AIR

Timeout and Air have been tested for strength and stability at RISE, the public Swedish test institute. The testing was performed to determine whether the two armchairs lived up to the European standard called EN 16139:2013. This standard is intended for public seating products, and so the requirements are tougher to meet and the testing is more extensive than for home seating.

Included in the standard are requirements for the safety, strength and durability of all types of non-domestic (public) seating intended to be used by adults with a weight of not more than 110 kg, including office visitor chairs.

The test at RISE was executed for 100,000 cycles – and both Timeout and Air were successfully approved. By combining it with our internal tests, we have been able to increase the maximum 110 kg to 120 kg in general, and to 140 kg for Timeout Large.

From now on, all new Conform chairs will be tested for the European standard. We will also continue testing our existing models, prioritising the most sold ones.



By staying firmly rooted in the values of classic Småland furniture manufacturing and constantly adding new designs and solutions, we have created armchairs with a unique level of comfort since 1978.

In essence, it's about solid Swedish craftsmanship, enhanced by technology that ensures your sitting position is ergonomically correct at all times.

At heart, it's about providing you with a place of perfect relaxation whenever you need it; something to lean on in a world of change and uncertainty.

You can rest assured that we will always have your back.