

kvadrat soft cells



FABRIC SYSTEMS

Fabric Systems joins Kvadrat Soft Cells on textile acoustics

Today, the leading Danish producer of high performance acoustic solutions Kvadrat Soft Cells has announced the acquisition of the British acoustic manufacturer Fabric Systems. The move will create a powerful textile acoustics entity, which will be able to offer full service in aesthetic, high quality acoustic solutions. With the merger everything from design development, production, logistics and onsite installation will be controlled and serviced in-house. Resulting in becoming more agile on the production side and combined with an extended dedicated team of acoustic professionals, it will guarantee a very high service level to both existing and new clients.

With the addition of the product lines of Fabric Systems, Kvadrat Soft Cells will have one of the most compelling offerings in textile acoustics in the market: ranging from complex custom-made solutions to standard post-fit panels. Both available in Kvadrat textiles, the solutions of Kvadrat Soft Cells and Fabric Systems, complement each other, both functionally and aesthetically.

Arne Molberg, CEO Kvadrat Soft Cells: *"I am delighted that Kvadrat Soft Cells and Fabric Systems will now come together as one strong team for the textile acoustics market. With Fabric Systems' proven track record and strong network and Kvadrat Soft Cells' strong presence in the A&D segment we expect our team to be able service current and new client with a full concept approach. The merger adds nicely to our ambitious growth plans for Kvadrat Soft Cells, where Fabric Systems will be a great asset to our global portfolio."*

The owner of Fabric Systems Rob Berryman will stay on board for the longer term and reinvest a part of his shares in the new Kvadrat Soft Cells.

Organisation

In the UK, Fabric Systems will be sold via Kvadrat Ltd. The Fabric Systems team will stay the same and the focus will be on creating extra value for clients. Outside the UK, the Fabric Systems product offering will be part in the product offering of Kvadrat Soft Cells and will be available worldwide through Kvadrat's subsidiaries. A market roll out is planned for 2017 – 2018.

Rob Berryman, current Managing Director of Fabric Systems will become Managing Director UK of Kvadrat Soft Cells and will work closely with Kvadrat Ltd's Country Director, Peter Simonsen. Together they will build a team and coordinate all efforts with the acoustic team towards clients and projects both on acoustics and textile solutions from Kvadrat in general.

“We are very excited about the new set up. The merger of our companies is the logical progression in our relationship and offers our clients a more comprehensive textile acoustics portfolio. It also creates the opportunity to roll out of the Fabric Systems solutions globally with a very professional team. We look forward to continue pushing the boundaries of textile acoustics and delivering first class projects for our clients.” Rob Berryman, Managing Director, Fabric Systems

“For Kvadrat today’s acquisition of Fabric Systems by Kvadrat Soft Cells is a milestone in our enhanced focus on textile acoustics for architectural and commercial spaces around the globe. We will add new products and solutions to our complete textile offering, and with the leadership team of Fabric Systems we will add to our capabilities. All together we will become even smarter in delivering wellbeing to our global customers.” Jacob Sloth, SVP Global Sales, Kvadrat Group

About Kvadrat Soft Cells

Kvadrat Soft Cells creates fully customisable, high-performance acoustic panels characterised by aesthetic excellence and exceptional versatility. In addition, we offer end-to-end project support, delivered by a global network of specialists who have been specially trained in architecture and design. We are dedicated to pushing the aesthetic and technological boundaries of acoustic solutions. Reflecting this, Soft Cells acoustic panels set the benchmark for sustainability, flexibility and durability.

Soft Cells are used in numerous visionary architectural developments all over the world. These include: The Royal Danish Library, Oxford University, PricewaterhouseCoopers, Rolls Royce and Microsoft.

Kvadrat Soft Cells is a Kvadrat-owned company. Established in Denmark in 1968, Kvadrat holds a leading position in Europe’s high quality contemporary textiles market.

soft-cells.com

About Fabric Systems

Fabric Systems provide an aesthetically pleasing sound solution to wall and ceiling finishes. Supplying and installing a vast product range makes it possible to complete the most complex design schemes.

Enhancing all interior environments whether traditional, modern, commercial, residential, new build or refurbishment; Fabric Systems offer a truly cost effective solution. Fabric Systems offer flexible solutions for providing stretched fabric as an internal finish for decorative and acoustic applications.

fabric-systems.com

For more information, please contact press@kvadrat.dk