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Shoppers 'click' with EasyKlix™ by Forte

Innovative EasyKlix™ by Forte self-assembly furniture has been unveiled in the UK for the first time – and is already being hailed as a real game-changer.

Shoppers flocked to top London West End store John Lewis to witness the exclusive launch of the flat-pack collection in a stunning 'Shop-in-Shop'.

The EasyKlix™ products are beautifully designed to assemble up to 10 times quicker than conventional furniture thanks to a pioneering 'click-together' system using ThreespineID® technology.

Available in two gorgeous ranges – Sherbrooke and Harllson - EasyKlix™ by Forte comprises cabinets and sideboards, wardrobes, TV stands, chests of drawers and side and console tables, available in white, natural and sage green colours. Prices start at £139 for a bedside table.

Thanks to the trailblazing technology customers can look forward to investing in state-of-the-art EasyKlix™ furniture where most parts are simply clicked together. The result is solid, long-lasting furniture that suits all modern lifestyles and should prove especially popular with first-time home buyers, students or those who are often moving house. The technology also means you can disassemble and rebuild the furniture, when necessary, almost tool free.

Other eye-catching details include:

- Delicate wooden knobs that emphasise the style of the collections.

- Tall, wooden legs that make the furniture appear visually light and easy to clean under.
- Soft close systems allowing doors to open and close gently and silently.
- Full extension slides in drawers offering full and easy access to storage space.

Victoria Ross, National Sales Manager (UK) at Forte Furniture, said: “Ready to assemble furniture is a popular furniture category because of its pricing, almost instant availability, and the wide range of good and practical designs. However, they are all too often linked to a very complex, stressful and time-consuming assembly experience.

“This is why at FORTE we have set ourselves the goal to make ready to assemble furniture easy and hassle-free for our customers.

“Under our new brand EasyKlix™ by FORTE, we have now launched a collection of furniture programs that embrace “ease” in all aspects of the consumer experience.

“Products with the EasyKlix™ solution are beautifully designed, up to 10 times quicker to assemble and almost tool free. This is a truly smart solution, so you can enjoy the product without unnecessary fuss and, if needed, it can be taken apart again just as quickly. When you buy a product with an EasyKlix™ solution we promise: “Don’t worry, this will be easy. You can do this - No tricks, just clicks”!

Over the next month EasyKlix™ by FORTE will be rolled out at John Lewis stores in Glasgow, Westfield Stratford City, Southampton, Solihull, Leeds and Liverpool.

https://www.johnlewis.com/brand/easyklix/exclusive/_/N-pk8hZ1yzreyf

For a demonstration of how easy it is to assemble EasyKlix™ by Forte watch the videos:

<https://vimeo.com/923107620/e8d39b22be?share=copy>

<https://vimeo.com/887242301/2f061e4078>

Visit: <https://company.forte.com.pl/en/>

Ends



A room setting showing EasyKlix™ furniture by FORTE

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NOTES TO EDITORS:

FORTE is a leading European manufacturer of self-assembly furniture. The company was established in 1992 and made its Warsaw Stock Exchange debut in 1996. Currently, the company operates four modern production plants in Poland, including a factory for chipboard production. As a family-owned business with a long tradition of entrepreneurship, FORTE is committed to sustainable development, considering economic, environmental and social aspects.

In 2023, as part of a planned and long-prepared succession, Maria Florczuk, the daughter of the founder and longtime President of FORTE, Maciej Formanowicz, took over the management reins of the company.

FORTE's product selection includes a wide and diverse range of furniture for almost every room in the home, including dining rooms, bedrooms, living rooms, children's rooms, as well as home offices and hallways. The varied range of products, decors, and designs allow the creation of arrangements in various interior styles.