



ERA  
ECO FURNITURE





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ECO FURNITURE

Jednostavno.  
Funkcionalno.  
Lijepo.  
*Simple.*  
*Functional.*  
*Beautiful.*





Mi u ERI kroz dizajn, pristup i razvoj promičemo neovisne misli, vještine i pozitivne ideje te ih sjedinjujemo s drvom koje potječe iz hrvatskih šuma, kojima se odgovorno upravlja, a o čemu svjedoči FSC certifikat.

Naša misija, ujedno i naša strast, jest ponuditi novi način stanovanja koji u sebi nosi ključne vrijednosti, a to su odgovornost, održivost, dugotrajnost i funkcionalnost.

In ERA, we promote independent thinking, encourage creative skills and positive ideas through design, approach and development, and merge them with wood that originates from Croatian forests, which are responsibly managed as the FSC Certificates confirms.


Our mission as well as our passion, is to offer a new way of living, which carries key values such as responsibility, sustainability, longevity and functionality.



**POUFF**

S. MICHELI





Upravo tako u Eri nastaju proizvodi koji se razvijaju na sučelju djelovanja sanjara, inovatora i kreatora koji hrabrošću i predanošću odgovaraju idejama koje nude nove smjernice načina života.

Svi naši proizvodi nose oznaku Era Eco Label koja simbolizira sinergiju svih naših napora i jasno komunicira razlike i dodatne vrijednosti.

All Era products are developed at the interface of dreamers, innovators and creators action, who's courageous and devotional design openly corresponds with the ideas that offer guidelines to the new way of living.

All our products carry an Era Eco Label, which symbolizes the synergy of all our efforts and clearly communicates the differences and added values.





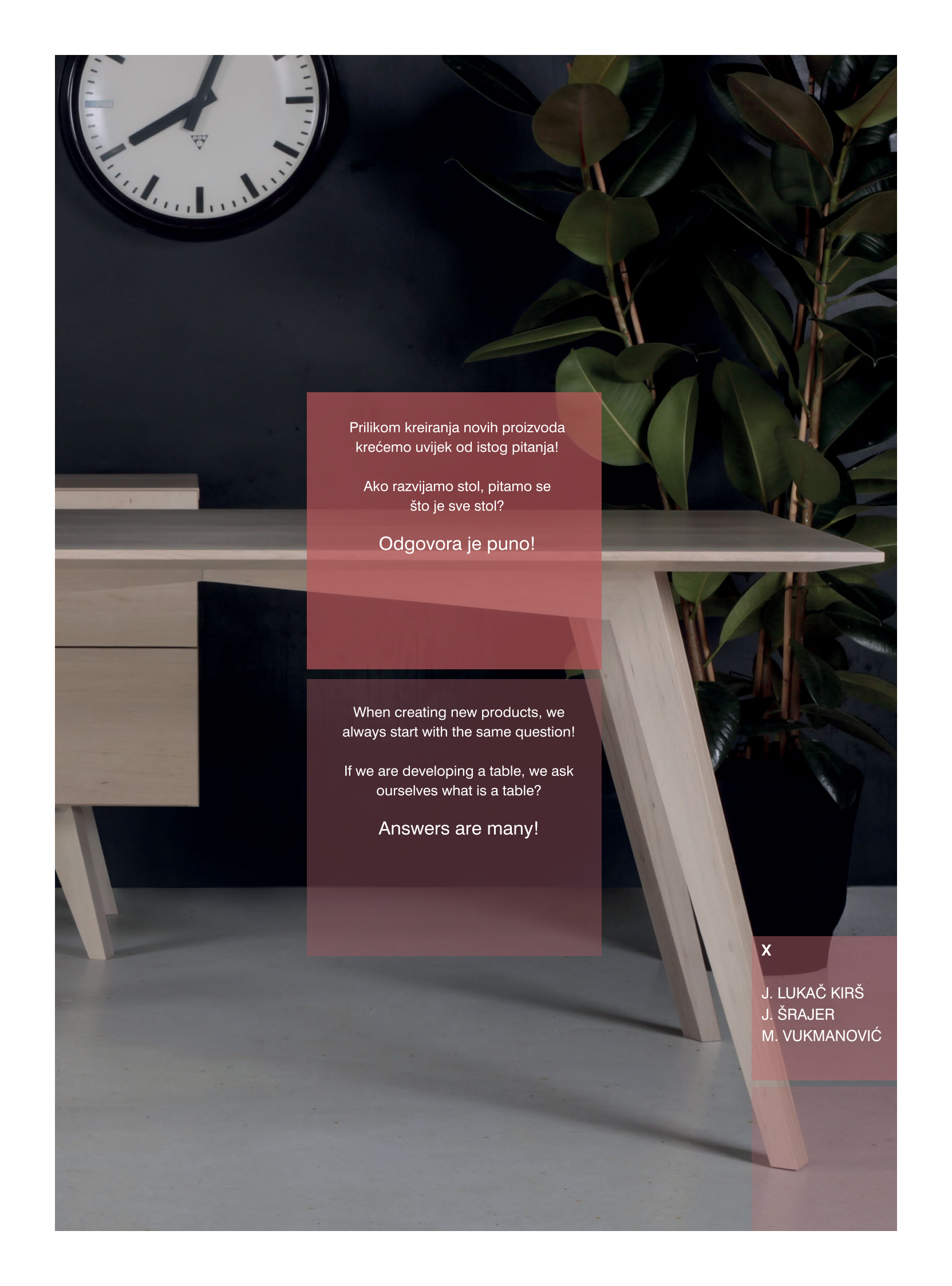
STABLE

K. LUGONJA  
F. HAVRANEK









Prilikom kreiranja novih proizvoda  
krećemo uvijek od istog pitanja!

Ako razvijamo stol, pitamo se  
što je sve stol?

Odgovora je puno!

When creating new products, we  
always start with the same question!

If we are developing a table, we ask  
ourselves what is a table?

Answers are many!

X

J. LUKAČ KIRŠ  
J. ŠRAJER  
M. VUKMANOVIĆ



Stol je komad namještaja, radna površina, predmet divljenja, centar doma, nasljedstvo, novi početak, mjesto susreta, mjesto na kojem ponekad osjetimo zraku duhovnosti, na kojem razvijamo osjetila, na kojem odmaramo duh i tijelo, na kojem se svađamo, uživamo i ljubimo.

Sve ovo može biti stol i naš stol jest sve ovo, ali smo ga učinili još bogatijim, jer naš stol vodi računa o svemu što je bilo, što će biti, i što jest oko nas.






A black leather armchair is positioned in a room with a brick wall. Behind the chair are several green plants, including a large palm-like plant and a smaller plant with broad leaves. A yellow rectangular object is mounted on the brick wall above the plants. The floor is made of light-colored wood. A dark metal shelving unit is visible on the right side of the frame.


Table is a piece of furniture, a working surface, an object of admiration, centre of a home, heritage, a new beginning, a meeting point, a place where we sometimes feel a ray of spirituality, where we develop our senses, where we rest our body and soul, where we fight, enjoy and love.

All this can be a table and our table is all that, but we made it even richer because our table takes into account all that was, all that will be and all that is around us

**KRATE**

**K. RASHID**





Zašto je naš stol  
ODGOVORAN?

Porjeklom je iz šuma kojima se odgovorno gospodari, kojima se sječe planski te u kojima su zaštićeni njezini stanovnici i ljudi koji rade.

Svaki naš proizvod i prije nego nastane, predmet je odgovornog promišljanja dizajnera. Dizajner razmišlja kakav je to stol i po čemu će se razlikovati, hoće li te razlike biti dovoljne i opravdati proizvodnju i razvoj još jednog stola, koliko će stol trajati, za što će

se sve moći koristiti i kako ćemo ga jednog dana kada više neće koristiti moći vratiti u prirodu iz koje je i došao.

U proizvodnji pazimo na zaštitu svih dionika proizvodnog procesa i razvoja u punom smislu. Posebno su nam važni: očuvanje od štetnih tvari, sačuvanje dostojanstva dionika, mogućnost adekvatnog života od njihovog rada te zaštita i promicanje autorskog rada.



Why is our table  
RESPONSIBLE?

It originates from forests that are responsibly managed, methodically cut according to plan, and in which all the habitants and people working there are protected.

Each of our product is a result of careful designers thinking deliberation, before it is phisichaly created. The designers think about what kind of table it is and how it will differ, will the differences be visible enough to justify the production and development of another table, how long will the table last for, what will it be


how will we be able to reclaim it back to nature where it originally came from, one day, after it will no longer be useful or needed.

During production stages, we look after stakeholders that participate in all development and manufacturing processes. We pay special attention to: harmful compounds removal, stakeholders dignity preservation, possibility to secure adequate living conditions to all workers, overall protection and promotion of authorship.

**KRATE**

K. RASHID



A snake plant with long, upright, variegated green and white leaves is planted in a clear, rounded glass vase. The vase sits on a light-colored surface. In the background, a wooden shelving unit with several shelves is visible against a dark wall. The plant's roots are visible in the soil inside the vase.

Zašto je naš stol  
DUGOTRAJAN?

Drvo samo po sebi, kao visoko kvalitetan materijal, jamči trajnost. Proizvodnja vođena prema principima eko dizajna, odnosno proizvodnja od prirodnih materijala, zaštita prirodnim uljima te činjenica da proizvod ne sadrži štetne tvari, ima jamstvo od 100 godina! Ovakvim pristupom prkosimo potrošačkom načinu života i nudimo kvalitetnu alternativu koja traje.

Wood, as a high quality material, guarantees wearability. Production conducted on the principles of eco design with reference to natural materials usage, plant based oils and the fact that the product does not contain any harmful compounds, offers a 100 year guarantee! With this approach, we defy consumeristic way of life and offer a quality alternative that lasts.

Why is our table  
LONGLASTING?





**FLOS**

ERA DESIGN TEAM



Zašto je naš stol  
ODRŽIV?

Svi proizvodi iz naših kolekcija, činjenicom da su gotovo u potpunosti izrađeni od drva, jamče da će u proizvodnom procesu otpad materijala biti minimiziran na 2 %. Sve ostalo biti će iskorišteno za same proizvode ili distribuirano dalje u svrhu i za neke druge proizvodne industrije. Također nam je važna mogućnost recikliranja svih korištenih materijala i repromaterijala u proizvodnji.

Ovakvom racionalizacijom i brigom o vraćanju u prirodu svega proizvedenog osiguravamo održivost.





Why is our table  
SUSTAINABLE?

Considering, that all the products from our collections are almost entirely made out of wood, the production material waste will be minimised to 2%. Everything else will be used for the same product, or distributed further for the purpose of other products or industries. Recycling materials and accompanied ones used in production is also important to us. With such rationalism and nature caring attitude towards everything that we produce, we ensure sustainability.



**BEVEL**

**M. MILIČIĆ**






Zašto je naš stol  
FUNKCIONALAN?

Funkcionalnost naših proizvoda proizlazi iz promišljanja dizajna bez ograničenja, odnosno dizajna za sve. Prilikom izrade proizvoda vodimo računa o jednostavnoj montaži i demontaži te olakšanoj brizi.

Vodimo računa o lakom održavanju proizvoda, o dostupnosti svih proizvoda za čišćenje, o mogućnosti čišćenja s dostupnim blagim i prirodnim sredstvima. Stoga je za čišćenje naših proizvoda najbolje sredstvo čista voda.



A close-up photograph of a wooden table surface, showing the grain and a joint. A yellow rectangular box is overlaid on the image, containing text. Below it, a green rectangular box contains two paragraphs of text. In the bottom right corner, a white rectangular box contains the product name and model.

Why is our table  
FUNCTIONAL?

Our products functionality originates from thoughtful research on design without limitations subject, with a side reference to design for everyone. During the product creation processes we pay special attention to simplifying all the assemble and re-assemble procedures.

We also care about simple product maintenance, about the availability of cleaning products, and the possibility of cleaning with available mild and natural agents. Therefore, the best agent for cleaning our products is clean water.

**LINEA**

T. RULJ






Radi optimizacije proizvodnje, nabave te održavanja minimiziramo različitost materijala, dijelove proizvoda te elimini-ramo sve točke koje konstrukcijski mogu oslabiti proizvod te mu skratiti životni vijek.

Spajanjem funkcionalnosti i estetske vrijednosti dobivamo izvanvremenske komade.





In purpose of optimising the production, procurement and maintenance, we minimise the diversity of materials, products parts and eliminate all the points that can weaken the product from a construction perspective and shorten the life span of it.

By merging functionality and aesthetic value, we get pieces that go beyond time.

**NORMA**

R. RADOVIĆ



A close-up photograph of a wooden chair, focusing on the junction of the backrest and the seat. The wood is light-colored with a visible grain. The backrest is a thick, rounded wooden bar, and the seat is a vertical wooden post. The background is a soft-focus grey wall.

**SHOWROOM**

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