

PRESS RELEASE

A table for all occasions - but not an occasional table

John Strand has been a leading supplier of compact living solutions to the property industry for over 30 years with their clever designs in kitchens for the smallest of spaces and smart-beds which convert living areas into bedrooms with minimal effort.

Now, in a new venture John Strand has utilised their wealth of knowledge for all things compact and functional with the introduction of a new range of furniture, the first of which is a convertible table ingeniously called 'The Convertable'.

The table embraces the John Strand ethos of compact living and is launched with a beautifully designed table from Italian makers Formafunzione. The table, aptly named 'Easy' effortlessly transforms from a coffee table to a dining table, able to comfortably seat 6 people, and is available in a choice of three finishes.

A table that can be both a coffee table and a dining table, it doesn't sound particularly remarkable; drop leaf tables have been offering such compact living adaptability for centuries. The Easy table is different because it isn't just a convertible table; it is in its own right, a well designed and attractive coffee table. However, when you have been inspired by Nigella to invite your friends over to sample your latest efforts in the kitchen the Easy coffee table quite marvellously becomes the Easy dining table. Using a patented mechanism (guaranteed for 5 years), the table requires two simple movements to become a dining table, no hinges, no locks, no awkward storing of an extendable piece to place in the middle; just one smooth movement.

Calvin Reeves, Director of John Strand commented on the Convertable: "We work with suppliers from across Europe to source the latest design concepts for small living solutions. Some of our clients began to ask if we could offer any other space saving ideas. We have very high expectations of the products we sell in terms of design and quality and are proud to be working with Formafunzione with the launch of this fantastic table."

The table priced £495.00 +VAT is the first of a range of products which John Strand will offer, available for sale via the website www.johnstrand-mk.co.uk or call 0208 930 6006.

>ENDS.

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