



FOR IMMEDIATE RELEASE: 30th August 2022

Eco-friendly Australian designer furniture manufacturer launches in Sydney

Sydney, Australia: 30th August 2022: Steven Higgs, Designer and Founder, today announced the launch of E9 Design into the Australian furniture market with the opening of its first showroom in Alexandria, Sydney.

E9 Design is a bootstrapped Australian start-up that takes a fresh, tech-driven approach to creating responsible, premium, customisable furniture.

"I wanted to create a furniture company and manufacturing process where environmental responsibility was built in from the start – to create products that were born green - rather than trying to re-engineer existing or traditional methods," says Steven Higgs, Founder of E9 Design, and a veteran of the Australian furniture industry.

"And of course, I wanted to create beautiful and comfortable furniture... furniture that simply 'works' as you really need it to, that makes things a little bit easier, and that fits our Australian spaces and lifestyles. Plus, you can feel good, because you know that it isn't going to end up in landfill."

Two years of R&D in its Marrickville design studio and factory, has resulted in a truly novel furniture manufacturing process, and a debut range of stunning modular lounges.

Features of E9 Design's sofas:

- Made from 97% recyclable materials
- Built to last – with steel frames and suspension
- Make recycling truly possible, by not permanently fixing together unlike materials, so that components can be easily dismantled and appropriately sorted for recycling
- Include the proprietary 'Bounce' seating system which provides superior support and longevity
- Extreme flexibility –include moveable back and arm rest options which use recycled glass sand encased in hemp canvas as a counter-weight
- End-of-life stewardship provided

The manufacturing process harnesses digital technology to precision cut a steel frame from a single length of steel, to form it into complex shapes. The design for the frames took months of trial and error to perfect. In addition, the team has developed a unique seating system, using steel springs and a single conforming platform. The bases are then layered with specific combinations of high resilience and comfort foams and tailored covers which are removable. The system allows the creation of almost any shape. It also minimizes material wastage and facilitates efficient customization.



“With designers, architects and design enthusiasts looking to create a unique look and a perfect fit for their spaces, our system means that we can respond quickly and efficiently,” said Steve.

“For example, if you love our Ethos Plus sofa, but you’d like the length to be 100 mm longer than the standard sizing, and want a different height leg, we can do that. And your sofa won’t travel the world and take 6 months to a year to get to you.”

E9 Design’s showroom is at 61-63 O’Riordan Street, Alexandria and is open Monday to Sunday 10am to 5pm. To view the collection visit e9design.com.au

About E9 Design

E9 Design is a tech-driven Australian modern furniture manufacturer. E9 Design embeds human-centred design and environmental responsibility into every step of the design and manufacturing process. E9 Design was founded in 2020 by Steven Higgs. Steve has managed some of Australia’s largest furniture manufacturers. Together with his two sons, Jordan and Damon, they are building their vision of a Feel Good Furniture company. See more at www.e9design.com.au/pages/about

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