

# King of the castle

A local furniture manufacturer is not lounging about, writes Henrietta Cook

Workers at King Furniture are still re-covering couches that were sold to customers 30 years ago. The Australian business, which prides itself on innovation, quality craftsmanship and sustainability, knows this is the best indicator of success.

"The business started more than 32 years ago with a simple idea: to create furniture that will withstand the test of time," general manager Renata Bayer-Volf says.

"Australians are rejecting cheaper and poorly built sofas that may look fine from the outside – so the days of the 'throw away' sofa are gone."

The company's dislike of the disposable sofa has paid off and at the recent annual Australian Furniture Awards, Kings Furniture took out one of the highest accolades, the national award for excellence in manufacturing. Bayer-Volf says the employees and suppliers are "extremely thrilled" to be recognised for their efforts with the award.

The company, which has showrooms in Richmond and Southbank, has pioneered a number of unique features that set it apart from other furniture manufacturers. All products feature a special steel frame structure, a seating suspension system which uses the same technology

as a Rolls Royce and removable covers that can be updated at any time.

"We're already seeing our sofas becoming heirloom items," Bayer-Volf says. "They are refreshed and then passed on to the next generation."

Bayer-Volf says a growing interest in sustainable products will hopefully ensure the company continues to manufacture furniture for some time. "People are more conscious of the environment and the benefits of buying better design and quality that will last." **mwm**

For details, visit [www.kingfurniture.com.au](http://www.kingfurniture.com.au)



1 Concerto Curve sofa 2 Delta Circle sofa 3 Delta Circle chair 4 Delta Storage sofa 5 Jasper sofa