

nate

REFLECTING THE GOOD



brunner ::

The image shows three modern chairs with light-colored wooden seats and backs, supported by black metal frames. They are arranged in a row on a light-colored, textured rug. The background is a blurred indoor setting with a wooden wall and a window.

nate

REFLECTING THE GOOD

brunner ::

A photograph of two modern wooden stools with black metal frames. The stools are positioned on a light-colored, textured floor. The background is a soft, out-of-focus interior space with warm lighting. The word "Sit." is overlaid in large white text on the left side of the image.

Sit.

Reflect. Act.

Designing a modern wooden chair involves more than simply analysing the material. Values, goals, nature – our attitude defines our products.

In Atelier Steffen Kehrlé, we have found a partner that deals with the issue of design in a contemporary and futuristic way. In nature, nature and technology come together. “We wanted to design a wooden chair for rooms with positive vibes”, Steffen Kehrlé said in 2017. So much more evolved from this idea for an exceptional wooden chair: An entire product line.



How do we ensure our development is sustainable?

By forging new paths. Creating new connections. Understanding what motivates our customers. By ensuring that profitability and sustainability are mutually dependent, not mutually exclusive. By adopting work methods that are fit for the future.

GOOD. BETTER. BEST.
THE HISTORY OF NATE'S
DEVELOPMENT.
→ PAGE 06

MATERIALS. QUALITY. PERFECTION.
ABOUT SUSTAINABLE
PRODUCTION AND
SMART MATERIALS.
→ PAGE 20

REFLECTIONS.
HOW QUALITY IS BORN.
→ PAGE 25

INSPIRATION.
NATE OPENS UP SPACES.
→ PAGE 32

Three years in development.
Many factors combined. Firstly
Dr Marc Brunner and Steffen Kehrlé.

Followed by brand values,
material ethics, talks by the lake
and groundbreaking ideas.



Good.

Better. Best.

“We had the same idea that some things are changing and of how to approach the design in that case.”

DR MARC BRUNNER

A MODERN WOODEN CHAIR IDEALLY STARTS WITH COMPREHENSION.

It all started with a phone call. In March 2017, the phone rang at the Munich studio of designer Steffen Kehrle and Dr Marc Brunner outlined his plans for a new product. The vision was a wooden chair.

But not just any old wooden chair or one whose success would falter when examining the issue of sustainability. Design standards, exceptional usage benefits and modern production conditions were vital.

It was therefore no coincidence that Brunner contacted Steffen Kehrle. Atelier Steffen Kehrle implements projects with a forward-looking and holistic understanding of design. Natural, universal, customer-centric. With the challenges of our times in mind, questioning the status quo. Solid foundations when you are looking to re-imagine a wooden chair. A chair that needs to reflect what animates people these days. How values and purpose reshape the way that companies or institutions think today. And, ideally, the result would be furniture that shapes spaces in keeping with all of these trends.

This requires discussion. And discussion needs mutual understanding. So, after that initial phone call, Dr Marc Brunner and Steffen Kehrle met in person to work through their first ideas in more depth and determine a possible way forward. For Brunner, Atelier Steffen Kehrle's perspective on wood was an important factor in the decision to embark on a mutual collaboration.



Steffen Kehrle (left) talking to Dr Marc Brunner.



Our design partner: Steffen Kehrle from Atelier Steffen Kehrle.

“We consider wood as a high-tech material that continually offers us new potential and originality.”

STEFFEN KEHRLE



Philip Brunner (right) talking to Steffen Kehrle.

WOOD, DESIGN, TIME: THE DEVELOPMENT OF NATE.

Something has changed. Companies are questioning how to redefine values and responsibility. Customers are increasingly making decisions based on conscience and consideration. The idea that the surrounding spaces also contribute significantly to a company's culture and identity has become considerably more apparent.

These are some of the concepts that were crucial to the initial design considerations alongside the material wood. They were by no means the only ones, however. After all, reflecting outwards also inherently involves an examination of the facts. In nate's case, the production conditions and the need for customer benefits played an important role. Practical stability and the ability to stack, certified

wood in material procurement and a sustainable production process with short 'made in Germany' routes. Issues that ought to be part of the community's considerations.

Taking into account production conditions and quality requirements, the cooperation took almost three years from the initial design prototype to the production stage. There were numerous highlights during this time.



Looking at the market's needs and the possibilities of production: Philip Brunner.

GOOD DESIGN MEANS DESIGNING
THINGS FOR PEOPLE AND TAKING INTO
ACCOUNT DIFFERENT NEEDS.

The first pivotal moment that had a profound impact on nate's development occurred in a consultation meeting at Brunner's Innovation Factory.

It was Philip Brunner who first raised the idea of a steel tube version based on the previous design. With that suggestion, he opened up the potential for the production of another new development and to meet market needs. He began intense discussions with Atelier Steffen Kehrlé about this proposal. Thus, together, they expanded the product range for the market.

All previous observations and approaches fitted perfectly with the new nate s line. The design plans were harmonious and solidified the overall appearance of a striking product range.

“With such a solid design basis, we also had to consider a steel tube version.”

PHILIP BRUNNER



“Something was missing.
It was really great, but not
yet the wooden chair 2.0.”

STEFFEN KEHRLE



In close collaboration with Steffen Kehrle and team:
Head of Engineering Michael Hauser.

THE RECYCLED PLASTIC FRAME WAS THE BREAKTHROUGH.
AS A TECHNOLOGICAL ELEMENT, IT CONNECTS EVERYTHING TOGETHER.

The frame on a wooden chair is usually glued to the other components. Atelier Steffen Kehrle and Brunner's technical engineers were looking to achieve true innovation, however. Brunner is setting new standards with the recycled plastic frame.

“That’s just how it goes. You search for two years, you work at it constantly and then somewhere along the line, someone says: why don’t we make the part from plastic? And bang! There is the solution and suddenly everything is so easy”, Steffen Kehrle says.

Head of Engineering Michael Hauser, with his innovations and trendsetting ideas, constantly encouraged and motivated the team to change their perspective. The idea of injection moulding the frame from plastic was a major breakthrough both for the manufacture and for the uniqueness of the design. The recycled plastic frame not only achieves the design basis of soft lines brilliantly, it even highlights it. The injection moulding production process makes an unstructured design and design-related intelligence possible. The components no longer need gluing together.



The frame is not just one component in a smart design. It also constitutes a connecting element between the traditional material of wood and the modern design interpretation.

It demonstrates that nature and a modern approach can work together respectfully and intelligently. We gave it shape.

“In terms of production, we have consistently thought in ecologically positive cycles. Not only where the use and origin of the materials is concerned, but also in the production methods.”

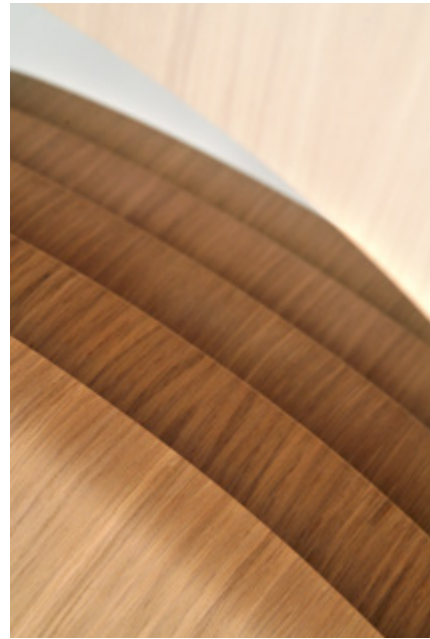
DR MARC BRUNNER



Materials.

THE WOOD – INCREASED RESPONSIBILITY. NATURAL.

Origin: Local and sustainable forestry (PEFC-certified).
Processing: Unique frame means no adhesive bonding at all.



THE PLASTIC FRAME – SMART CONNECTION. RECYCLED.

Construction: 100 % PP recycled plastic.
Properties: Durable and flexible, easily replaceable.
Processing: Injection moulding process.



THE STEEL TUBE – SUPPORTING LOOK. CLASSIC.

Elegantly curved and high-quality welded round-section steel tube.

Smooth, matt finish that is highly durable and scratch-resistant thanks to the thermoset powder coating.

THE TEXTILES – HUNDREDS OF OPTIONS. CUSTOMISED.

Variants: 35 fabric collections, two types of leather and more than 900 colours. All quality tested.




Goods.




Good
comes
from bold
responses.






Good can
be seen
through new
perspectives.

A photograph of a modern dining area. In the foreground, two white, curved wooden chairs are visible. Behind them is a white rectangular table set with a white plate, a glass, and a small floral centerpiece. The table and chairs are positioned in front of a large window that offers a view of a lush green landscape. The floor is dark and reflective.

Good takes time
to improve.

A photograph of a row of modern, light-colored chairs with dark frames, arranged in a room. A vibrant rainbow light effect is visible on the left side of the image, creating a sense of hope and positivity. The chairs are positioned in a line, receding into the background.

Good
becomes
possible
through
cooperation.

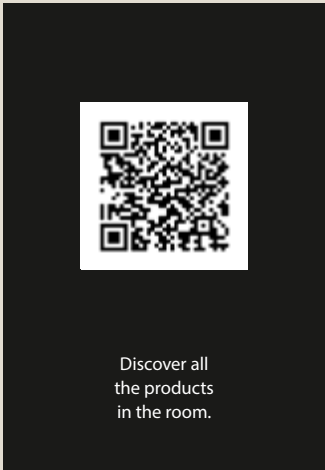












Company headquarters . Germany
Brunner GmbH

Im Salmenkopf 10
D-77866 Rheinau

T. +49 7844 402-0
F. +49 7844 402-800
info@brunner-group.com

Managing Directors:
Helena Brunner, Rolf Brunner,
Dr Marc Brunner

Sales subsidiary . Switzerland
Brunner AG

Gewerbestrasse 10
CH-3322 Schönbühl

T. +41 319 3222-32
F. +41 319 3222-64
info.ch@brunner-group.com

Sales subsidiary . Great Britain
Brunner UK Limited

62–68 Rosebery Avenue
London EC1R 4RR, UK

T. +44 20 7309 64-00
F. +44 20 7309 64-01
sales@brunner-uk.com

Sales subsidiary . France
Brunner SAS

Siège social . 16, rue du Ried
F-67720 Weyersheim

T. +33 38 86 81-314
F. +33 38 86 81-056
france@brunner-group.com



The “Deutschland plus Schwarzwald” project is being supported by way of compensation for these emissions.



