



LOUNGE  
innovation

Australia's Most Awarded Lounge Furniture Brand





Australia's Most Awarded Lounge Furniture Brand

[www.loungeinnovation.com.au](http://www.loungeinnovation.com.au)



SPEED  
LIMIT  
20

LOUNGE  
LOUNGE

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For me it all started as a passion, a dream and a vision that has now turned into reality.

Born and bred in Western Australia I started in the industry at 16 as an apprentice upholsterer. Now over 25 years on I am proud to own one of Australia's largest furniture manufacturing companies, and a leader in upholstered furniture design.

Antonio Menna (Tony Menna)  
Managing Director



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Uniquely Australian



## Company Profile

[www.loungeinnovation.com.au](http://www.loungeinnovation.com.au)

Lounge Innovation is proud to be one of Australia's largest furniture manufacturers and designers of upholstery furniture. We are very strong on contemporary designs in fabric and leather and also manufacture a large range of recliners and traditional styles.

Today employing over 80 staff, and supplying retailers on a national and international level, customers take comfort in the knowledge that Tony Menna and family are personally involved in all aspects of the production and sales.

The origins of Lounge Innovation lay with its young and enthusiastic owner, Tony Menna, who first commenced in the furniture industry as an apprentice upholster in Perth Western Australia and continues with his passion designing and detailing every product.

Lounge Innovation owes its success to the combined skill and experience of a tightly knit team of furniture specialists. Beginning with the computerised cutting of quality fabrics and leathers to the individual sewing, upholstery and delivery of each piece of furniture.

One of our company's greatest strengths is that all products and designs are well researched to provide customers with up-to-the-minute designs and trends in the marketplace and excellence in service.

Lounge Innovation uses the most advanced technology, including the use of the sophisticated CAD-CAM system for computerised designing and pattern matching which fully automated. This is linked to the state of the art automated fabric-cutting machine, which is also Australian made.

Lounge Innovation has been awarded over 25 Furniture Industry of Australia awards for excellence in design and detail using fabric and leather.

All of our furniture frames are designed to include reinforced sections of Jarrah and selected hardwood structure giving every piece of furniture a uniquely Australian story.

Consistent with our local sourcing policy, we prefer to use fabrics and leathers supplied by Australian companies who test to Australian standards. As well Dunlop foams are also used in every piece of furniture giving all our customers peace of mind on a quality product.

**Australia's Most Awarded Lounge  
Furniture Brand.**





Uniquely Australian



# 100% Australian made, owned and designed

Lounge Innovation is one of only a few remaining “truly” Australian lounge furniture manufacturing companies.

## Truly Australian

For over 20 years we have strived to enhance manufacturing excellence in all products we produce.

100% of our manufacturing process is completed right here in Australia. We use Australian component suppliers as much as possible and employ a community of over 90 Australian families.



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## Awards



- 2009 FIAA Australia - Excellence in Furniture using Fabric
- 2009 FIAA WA - Excellence in Furniture using Fabric
- 2009 FIAA WA - Runner up Manufacturer of the Year
- 2009 Innovative/Marketing Gold Star Award
- 2009 FIAA Australia - Excellence in Furniture using fabric
- 2008 FIAA WA - Excellence in Furniture using Leather
- 2008 FIAA WA - Excellence in Furniture using Fabric
- 2008 FIAA VIC/TAS - Excellence in Furniture using Leather
- 2008 Australian Furniture Expo - Excellence in Furniture using Fabric
- 2007 FIAA - Excellence in Manufacturing Australia
- 2007 FIAA WA - Excellence in Manufacturing & Marketing
- 2007 FIAA WA - Excellence in Furniture using Foam and Fabric
- 2006 FIAA WA - Excellence in Furniture using Foam and Fabric
- 2006 FIAA WA - Excellence in Furniture using Leather
- 2006 Australian Furniture Expo - Excellence in Furniture using Fabric
- 2005 FIAA WA - Excellence in Furniture using Fabric
- 2005 FIAA WA - Excellence in Furniture using Leather
- 2004 FIAA Australia - Excellence in Furniture using Fabric
- 2004 FIAA WA - Excellence in Furniture using Fabric
- 2000 40th Annual Furniture Show Case - Best Stand
- 2000 FIAA Australia - Excellence in Motion Furniture using Steel Mechanism
- 1999 FIAA WA - Excellence in Furniture using Fabric
- 1999 FIAA WA - Excellence in Furniture using Leather
- 1997 FIAA WA - Excellence in Furniture using Fabric
- 1994 FIAA - Excellence in Furniture

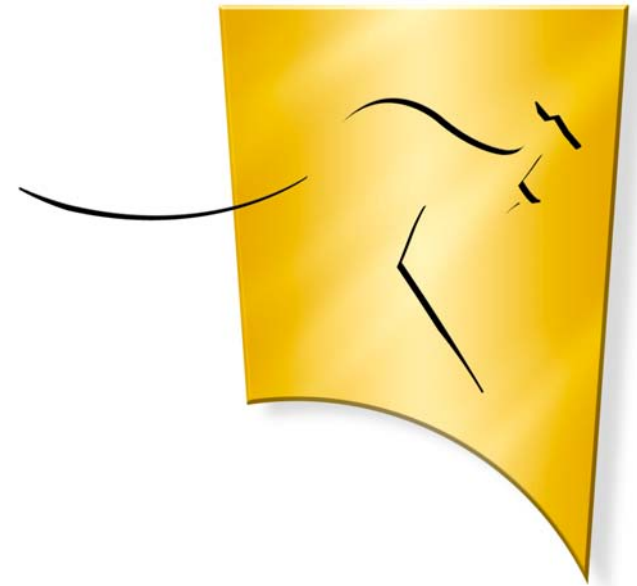
# Australia's Most Awarded Lounge Furniture Brand

Lounge Innovation do not strive to win awards, we strive to make "the best" lounge furniture at commercially realistic prices.

We employ world's best practice principles in our manufacturing process, whilst ensuring our people are furniture specialists with a passion and drive for the industry.

We continually invest in state of the art manufacturing equipment, ensuring we have the technologically advanced manufacturing process in Australia today.

Tony Menna continually travels the world to ensure we are at the forefront of styles, trends and directions to help drive your business in a competitive market place.



AUSTRALIAN  
FURNITURE OF THE YEAR  
AWARDS

# Ten Unique Reasons

Ten unique reasons that make Lounge Innovation furniture a sound investment.



Australia's most awarded lounge furniture brand



100% Australian owned, made and designed



**Australian Kiln Dried Hardwood frames**

Plantation grown hardwood including uniquely strong Jarrah



**Computerised frame, fabric and leather cutting**

Ensuring consistent quality of finished products



**Australian made Dunlop foams**

Guaranteed to Australian standards



### **Posture enhancing seating system**

Black Cat and steel spring systems ensuring seating comfort and extended life of seat cushions



### **Premium AFRDI approved leathers**

Guaranteed to strict Australian Standards



### **High performance fabrics**

Australian tested quality guaranteed



### **Impeccable Eco policies**

Coupled with sustainable resources and recycle partnerships



### **Established for over 20 years**

Proven reputation with Australian retailers



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Uniquely Australian



## Design Studio

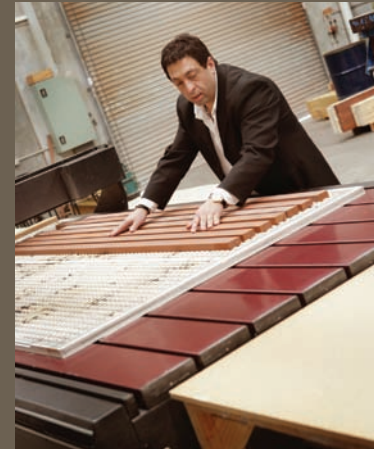
Tony Menna is the designer and founder of Lounge Innovation WA Pty Ltd.

He Started the company in 1991 and has now enjoyed over 25 years in the furniture industry.

Starting from humble beginnings he is proud to say Lounge Innovation is now one of Australia's largest furniture manufacturers of Australian upholstered furniture.

Tony consistently travels overseas to all the international furniture shows, including Italy, America, China UAE, France and Germany. This allows him to keep up to date with the latest fashion and trends in textiles and design.

In Lounge Innovation's design studio, Frank Menna and the team of professional furniture designers, creates new designs under Tony's direction. The new designs inspired by Tony's international trips reflect the changing trends in furniture and textile design. The studio then formulates the patterns for fabric cutting and frame construction that are used by the craftsmen to create each piece.



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## Advanced Technology

Lounge Innovation are the only company in Western Australia and one of only three in Australia that have linked the sophisticated CAD-CAM design and pattern making system to their furniture construction. This allows us to minimise waste while maximising efficiency.

Lounge Innovation were the first company in Australia to use bar coding to track customer orders through the factory including the delivery of every piece.

All processing is done in house, from the frame making, stitching, foam shaping to assembly; this is all made possible with the combined skill of our furniture specialist.

Frame making is done on our CAD-CAM system and the use of the Australian hardwood Jarrah, gives Lounge Innovation a competitive edge because of its strength and durability.

The investment in the latest machinery allows us to efficiently use a feature stitch on all Australian leather furniture and we are recognised as the biggest processors for furniture applications.

We believe that with the use of Western Australia's Jarrah and hardwood frames, the Black Cat and steel spring systems, the use of Australia's largest supplier of foam seat cushioning, that we offer a quality assured product.



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## Customer Service Management

We manufacture all our products to the highest standards; however it is inevitable that customer service issues arise from time to time. Lounge Innovation is a premium product and we stand by our product quality with our after purchase service.

Lounge Innovation have dedicated customer service personnel, who personally manage every issue from beginning to end, it's their personal goal to have every issue dealt with in the quickest possible time. To support our customer base we have a national team of qualified upholsterers who receive special personal training on our products by our company owner Tony Menna.

## Lead-times, Our Guarantee to You

With a state of the art manufacturing facility comes streamlined production; Lounge Innovation's guarantee to you is delivery within 4 to 6 weeks.

Our Production Managers will manage your orders on a daily basis. Each step of the manufacturing process is monitored closely with our unique bar coding system. Our system allows us to get up to the minute information on the progress of every order; allowing you to service your customers with better service and more accurate information.

We send you an order confirmation for verification within 24 hours of your order and notification of unavailable componentry that result in an order delay within 48 hours allowing your customer the option of re-selection.



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## Store Service Model



Representation is important to us at Lounge Innovation we want to be your most preferred supplier.

We have a team of dedicated sales professionals to work with your stores to actively grow your business. We have made significant investment to ensure Lounge Innovation employ consultative sales specialists, people who will work with you and develop your business and not just sell you product.

As a West Australian based manufacturing company, we understand the requirement for local contact and management, that's why we have an East Coast Sales Office and representation in every state to locally manage your business requirements.

## Lounge Innovation Training Academy

Lounge Innovation is a premium product and with our premium product comes a premium training academy.

We firmly believe that good training and product knowledge sets us and you apart from our competitors, we want your Sales People to be the best trained in our industry.

Lounge Innovation's product training program has been developed professionally. Not only by lounge furniture industry professionals but university qualified trainers. Our sales team who present the product training program have also attended professional presentation training courses.

We will train all your staff affectively and efficiently.

# Support Matieral

Why not grow your business with "Australia's Most Awarded Lounge Furniture Brand".

Lounge Innovation has a full marketing package to help you get ahead in a competitive market.

We can create in-store merchandising that suits your business requirements.

Wall Lettering

Slot Box Banners

Sheer Hangers

Half Wall Partitions

Swing Tags

In-store Brochures

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SUSTAINABLE COMFORT

Ten unique reasons that make Lounge furniture a sound investment

- Australia's most awarded lounge furniture brand**
- 100% Australian owned, made & designed**
- Australian Kiln Dried Hardwood**  
Plantation grown hardwood including strong jarrah
- Computerised frame, fabric & upholstery**  
Ensuring consistent quality of finishes
- Australian made Dunlop foam**  
Guaranteed to Australian standards
- Posture enhancing seating systems**  
Black Cat and steel spring systems ensure comfort and extended life of seating
- Premium AFRDI approved leather**  
Guaranteed to strict Australian standards
- High performance fabrics**  
Australian tested quality guaranteed
- Impeccable Eco policies**  
Coupled with sustainable resources & recycle partnerships
- Established for over 20 years**  
Proven reputation with Australian retailers

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SUSTAINABLE COMFORT

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## Guarantee

1. For a period of 10 years from the date of original sale of the product the manufacturers lounge Innovation warrants to rectify, repair or replace if this is an option, at no charge to the purchaser; any part of the frame construction or manufacture which lounge Innovation determines to be defective in workmanship or thus preventing normal use of enjoyment.
2. The Guarantee given by Lounge Innovation shall only apply to the original purchaser from an authorised seller of Lounge Innovation furniture. It is not transferable or assignable.
3. The Guarantee does not extend to or cover furniture which in the opinion of Lounge Innovation is damaged by abuse or negligence.
4. Should it be necessary to return furniture to Lounge Innovation to effect repairs or replacement, all transportation charges shall be prepaid both ways by the purchaser unless Lounge Innovation determines in writing to the contrary.
5. Our Guarantee excludes fabrics and leather; as are not manufacturers of these items. However every effort will be made to negotiate a satisfactory settlement with the supplier on your behalf, if any covering is agreed to be defective.



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