

INTRODUCTION

This is not furniture...

... These are tools for togetherness

Welcome to the "extremis experience guide." You have all been part of the extremis experience at our tradeshow booth or somewhere along the road at one point of time. We aim to create a feeling with our brand – from the Tremist beer to our campaign imagery, we want to bring people together for an unforgettable experience, and we want to help you do the same! Therefore, we put together a 'template for togetherness' to inspire you to create the same, warm atmosphere in your showroom. You've made the first step to invest in the furniture and now we want to inspire you to elevate the experience with that special 'extremis sauce.'

There are three aspects of **the Extremis experience** we want to talk about before we begin:

Branding & Storytelling — p. 4

Biophilia & Biomes — p. 6

Authenticity — p. 8

Branding & Storytelling

With our 'tools for togetherness', we want to bring people together, both in indoor and outdoor environments. Average families spend only 15 minutes a day together. It's our mission to increase the quantity and the quality of that time we spend together. This is exactly what binds our collection, and we want to inspire your visitor with images of joy around our products. This way, we link togetherness to our products.

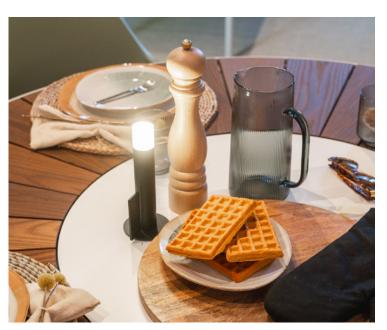
But, who is this brand with pretty designs and fun pictures? It's Extremis! And that's in fact the first thing to make clear. **The Extremis logo** on our products is always subtle. Too subtle for

the visitor of your showroom to locate or identify our collection. That's why we want to introduce extra logo presence on or near our products, for instance with our new Table Signs. We want to visually connect our products to our brand, but also link all Extremis products to each other.

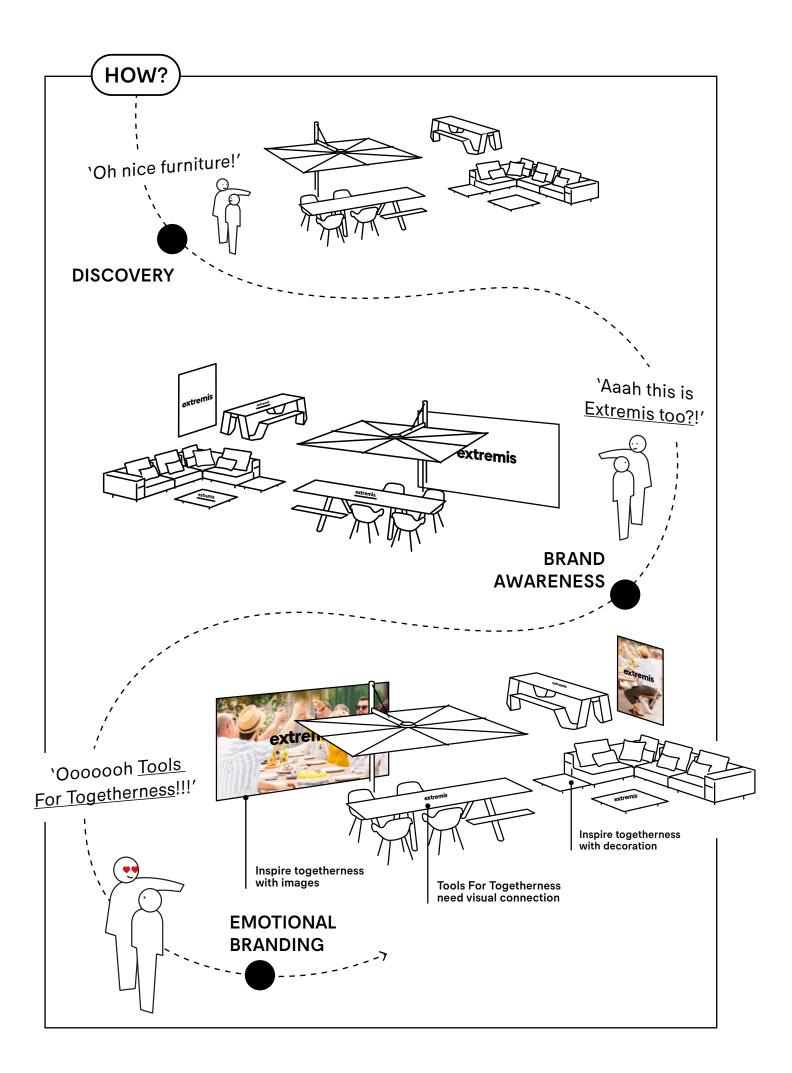
To finish it off, it's important to add details to our products that draw a connection to certain **togetherness events** as they might occur in their own garden or living space. For instance: a newspaper and a croissant instantly gives lazy Sunday morning vibes, setting the mood for a family breakfast or brunch.



New table sign, see page 39



Dummy food: see page 48



INTRODUCTION

Biophilia & Biomes

Nature in your showroom

Biophilia

As people mentally benefit from being surrounded by nature, the spaces we design are evolving. Extremis started as an outdoor brand, but we want to break the boundary between indoor and outdoor to incorporate this insight. We want our products to be presented in liveable, **nature inspired spaces**.

It's obvious that you need to be able to breathe while sitting around a tool for togetherness — this might be the most important biophilic principle — so take into account the recommended area for each piece. Read about the Biophilic Design Principles on our website.



Togetherness Biome

[noun]

A showroom setting where fauna, flora and Tools for Togetherness live together happily and have adapted to a specific colour palette, based on the vegetation zone they're in.

What are Togetherness Biomes?

The biophilic tool for showroom planning

Biomes are the large vegetation zones of the earth. Land is divided according to its flora: the Mediterranean biome, the Desert biome, the Tundra biome, and so on. Each biome undeniably evokes a certain atmosphere. We drew on them to design color palettes and product settings for your showroom. Not only to make the decision process easier and quicker, but above all, to add natural elements and human spontaneity to the setting.

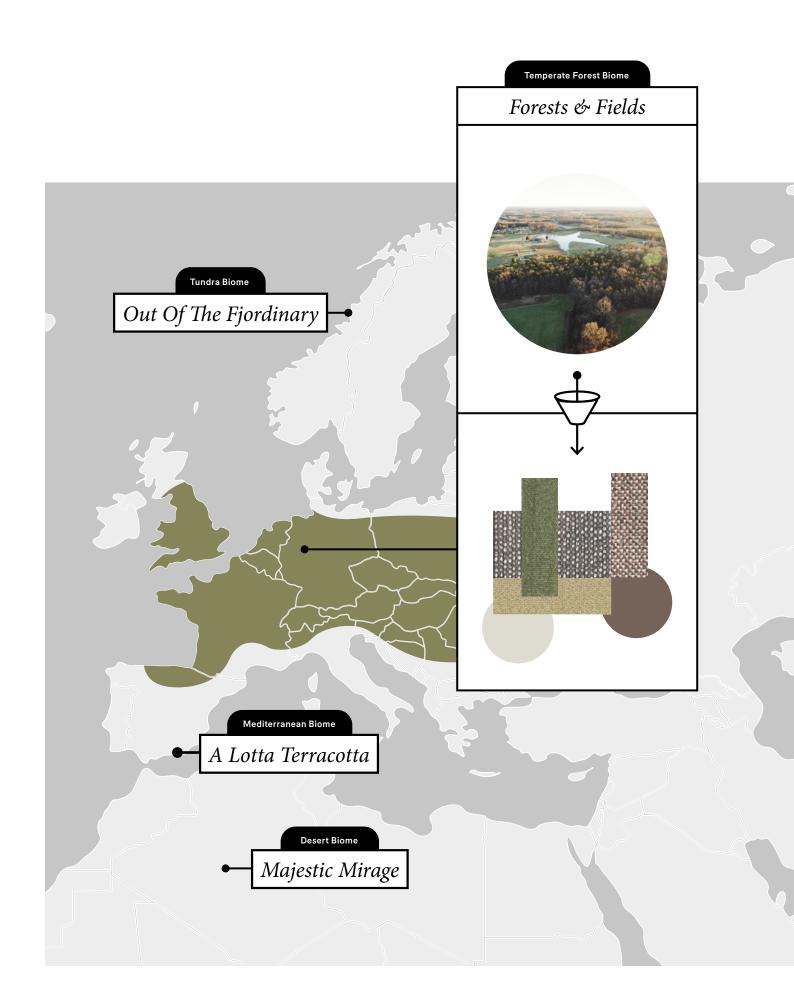
We call them 'Togetherness Biomes.' Discover all four of them and choose which ones you'd like to present in your shop. From now on, you can avoid the decision paralysis when choosing the color of each cushion, and instead refer to the biome.



TAKE THE BIOPHILIC DESIGN PRINCIPLES INTO ACCOUNT

CHOOSE A MATCHING TOGETHERNESS BIOME FOR YOUR SHOWROOM

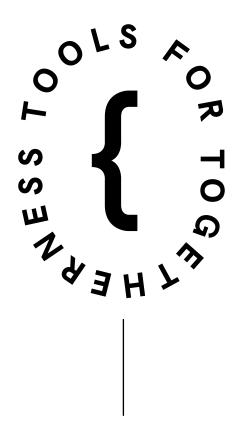
GIVE THE PRODUCTS
THE SPACE THEY NEED



INTRODUCTION

Authenticity

Practice what you preach: it's not about the appearance, it's real! We truly believe in togetherness and we enjoy sharing beautiful moments with our professional network - preferably called 'the Extremis family.' Show togetherness with your own team and let's hope the urge for spending time together will be passed on to as many people as possible.



This is not a random marketing promise.

Let's show them it's real!



Invite potential customers to have a sales conversation **around the tool for togetherness** they're most interested in.



(2)

Let them **experience** Extremis' togetherness, with a Tremist beer (p. 49)



(3)

Show them our brand book, a great 'conversation starter' (See p. 53).

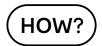




Make use of our Togetherness Print service.

Inspire them with a fun picture of your team during team building, for instance an Extremis HQ visit. E-mail us your picture and we'll have it delivered.





START THE CONVERSATION WITH TOGETHERNESS

ENJOY TOGETHERNESS YOURSELF AND LET IT INSPIRE OTHERS!

TOGETHERNESS BIOMES

RULE#1

Go for standard color combos

RULE#2

Create complete settings

RULE#3

Change is a good thing

Our recommended showroom settings

SHOP AN ENTIRE BIOME

Taking into account our brand values, we have put some guidelines together for our showroom displays. We want to present four recommended settings, according to our four **Togetherness Biomes**. This is how we have conceived them and how they should be interpreted. Please read our rules of thumb, but don't take them too literally:-)

RULE #1

We want to show color combinations that inspire your customer. The color combinations shown in our Togetherness Biomes are only suggestions to make **the buying process easier**. Please feel free to get creative and make different combinations too!

RULE #2

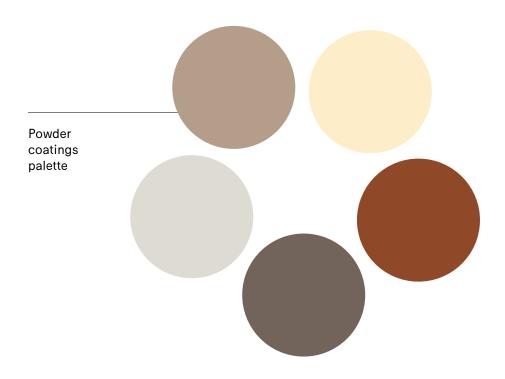
We recommend you to show realistic product combinations, as they are frequently chosen by your customers. For example a Hopper for dining and a set of Sol+Luna for lounging: such a combination will fulfill all your customer's needs. It might inspire them to purchase more than one product.

RULE #3

The products presented in these settings are perfectly **interchangable** with a comparable product. You may just want to provide it with the colors that are featured in the same Togetherness Biome. Changing your showroom design regularly is a great way of keeping it interesting for frequent visitors.

A Lotta Terracotta

A Mediterranean togetherness biome





Welcome to warm earthy tones and terracotta red shores: this is just the perfect holiday color palette.



- 1. Beach beige
- 2. Cosmic cream
- 3. Copper brown
- 4. Earth
- 5. Off white



Panigiri, Walrus & Sensu



Alternative products for this biome:

Walrus → Sol+Luna set



Panigiri → Pantagruel table



 ${\sf Panigiri} \to {\sf Hopper} \ {\sf picnic} \ {\sf or} \ {\sf combo}$







PRODUCTS

- Panigiri combo, earth Marble cushions, BYOS seats
- Walrus, safari A Lotta Terracotta blankets & cushions combination
- Sensu tilted, earth & taupe fabric
- Captain's pipe chairs, Earth
 Marble Captain's chair cushions

LIST OF POS ITEMS

Togetherness banner see page 42

Biophilic banner see page 43

Birdhouse Catalogue distributor see page 38

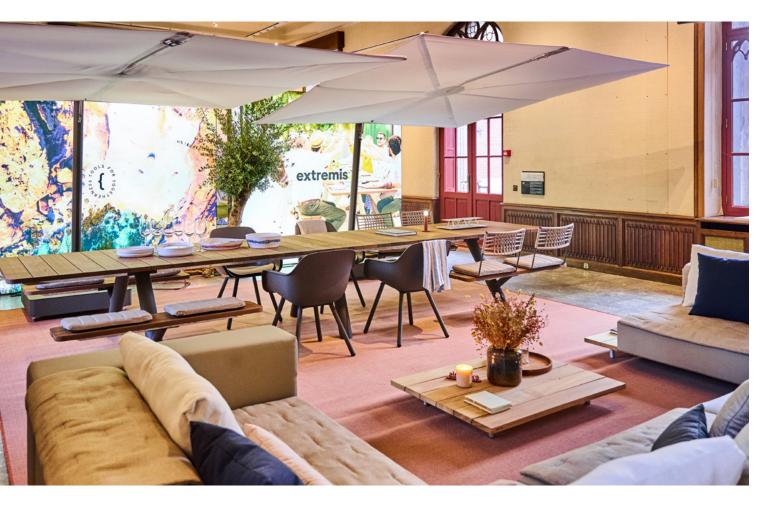
2 Table signs see page 39

Spilled orange juice glass see page 48

Lookbook see page 53



- 1. Marble
- 2. Biscuit
- 3. Coconut
- 4. Blush
- 5. Rust
- 6. Indigo
- 7. Dark taupe



Our Soundtrack:

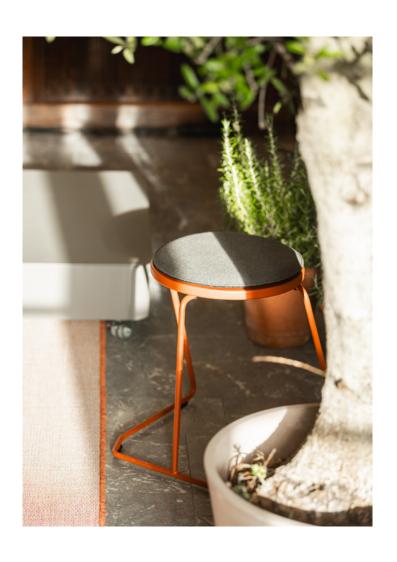


SPOTIFY PLAYLIST





Time seems to slow down, and the air is filled with the sweet aroma of blooming citrus orchards. The Mediterranean way of life is synonymous with relaxation and a slower pace. Immerse yourself in the laid-back ambiance of 'A Lotta Terracotta.'



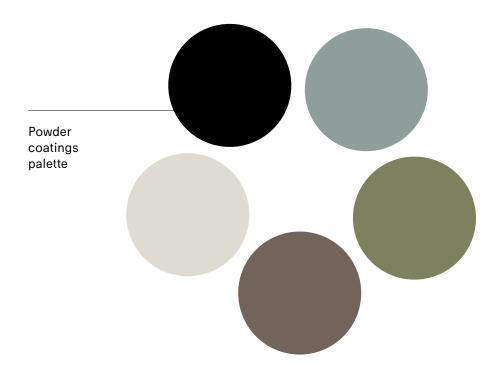






Forests & Fields

A green and rural togetherness biome





Rooted in West-Flemish tradition, we blend temperate forest elements - the main European biome - with local clay and hay for a unique touch.



- 1. Black
- 2. Verdigris
- 3. Reed green
- 4. Earth
- 5. Off white



Pantagruel, Inumbra & Sol+Luna



Alternative products for this biome:

Sol+Luna set → Walrus corner set



Pantagruel → Gargantua



Pantagruel → Hopper picnic or combo





PRODUCTS

- Pantagruel picnic, off white Biscuit cushions
- Inumbra, white
- 2 Sol+Luna, off white Moss & leaf green cushions

LIST OF POS ITEMS

Togetherness banner see page 42

Biophilic banner

Birdhouse Catalogue distributor

see page 38

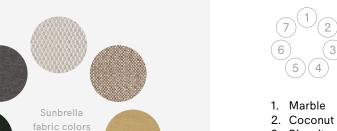
see page 43

2 Table signs see page 39

Spilled orange juice glass see page 48

Sol+Luna towel see page 48

4 Waffles on a plate see page 48



- 3. Biscuit
- 4. Moss
- 5. Leaf green
- 6. Sooty
- 7. Dark taupe





Picture yourself savoring Belgian waffles topped with a generous dollop of whipped cream. The natural and soft color palette of Forests & Fields, inspired by our region, instantly evokes a sense of comfort and serenity.



Our Soundtrack:



SPOTIFY PLAYLIST







Majestic Mirage

A sandy and breezy togetherness biome

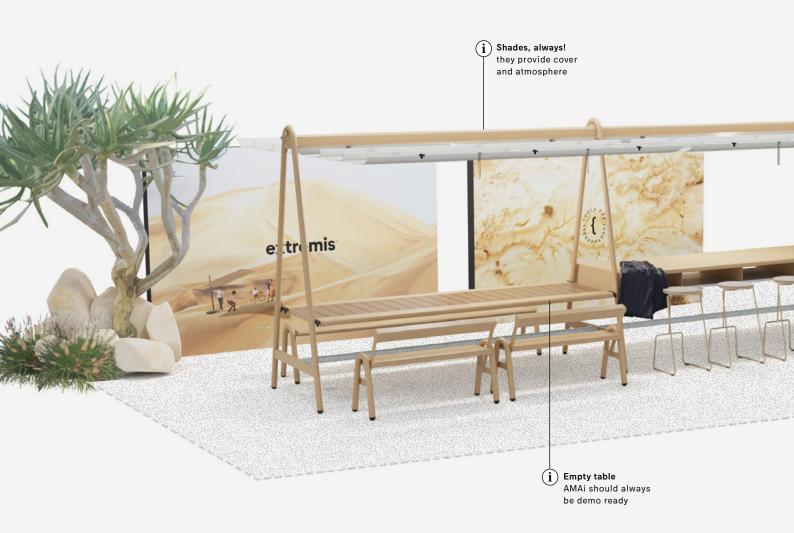




Embark on a captivating nighttime escapade where gentle hues of yellows and rich accents cast a mesmerizing allure over the dunes.

- 1. Off white
- 2. Sun yellow
- 3. Cosmic cream
- 4. Cobalt blue
- 5. Beach beige

AMAi + AMAi



Alternative products for this biome:

AMAi Catering station \rightarrow Sol+Luna set

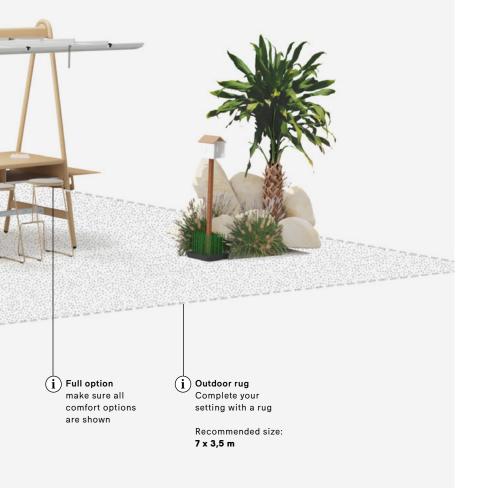


AMAi table → Picnik



AMAi table → Panigiri





PRODUCTS

- AMAi & Hilo benches, beach beige Coconut cushions
- AMAi catering station, beach beige
- Tiki bar stools, cosmic cream Loto cushions

LIST OF POS ITEMS

Togetherness banner

see page 42

Biophilic banner see page 43

Birdhouse Catalogue distributor

see page 38

Table sign

see page 39





- 1. Marble
- 2. Coconut
- 3. Craps
- 4. Biscuit
- 5. Indigo
- 6. Loto















Our Soundtrack:

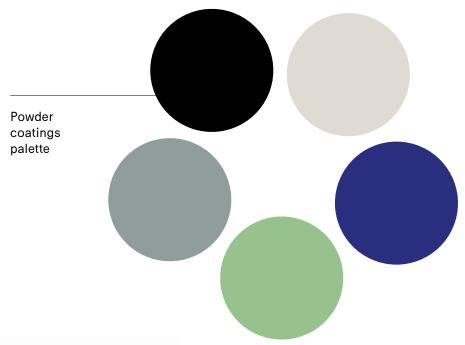


SPOTIFY PLAYLIST

An oasis in the Arabic desert surprises with rich fabrics and desaturaded greenery, creating a majestic haven. Textures, food & drinks and other decoration contrast with the arid landscape. The oasis, a mirage of luxury, invites weary travelers to find respite in its opulent embrace.

Out Of the Fjordinary

An alpine togetherness biome





We translated the northern biomes into a balanced color palette, transcending the ordinary through a blend of nature's most incredible beauty.

- 1 2 5 3
- 1. Black
- 2. Off white
- 3. Cobalt blue
- 4. Pistache
- 5. Verdiaris

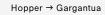


Hopper & Walrus



Alternative products for this biome:







Hopper → Bistroo







PRODUCTS

- Hopper combo, black Charcoal cushion
- Captain's chairs, black, sled base, Charcoal cushions
- Walrus, white Out of The Fjordinary blanket & cushion combination
- Sensu, black

LIST OF POS ITEMS

Togetherness banner see page 42

Biophilic banner see page 43

Birdhouse Catalogue distributor see page 38

2 Table signs see page 39

Tremist bottles & glasses see page 49



- 1. Grey chiné
- 2. Moss
- 3. Alpine
- 4. Indigo
- 5. Nami
- 6. Sooty
- 7. Charcoal

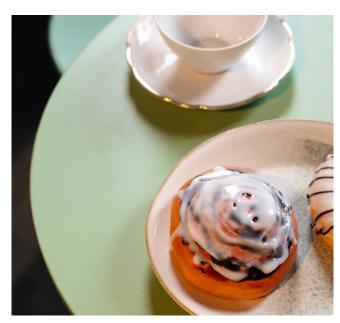


Welcome to our most Nordic biome, where vibrant fresh greens pop against the rocky backdrop. Deep black contrasts with snowy white, just like our warm comfort options contrast with the chilly environment, turning your outdoor space into a cocoon in the middle of nature.











Our Soundtrack:



SPOTIFY PLAYLIST



PRICE LIST



ADD OUR LOGO

Our Logo stickers define the tools for togetherness area, while our new table signs confirm the visitors presumption: this is definetly an Extremis product. This sturdy logo, suitable for in- and outdoor spaces, serves as a quality label on top of each table, and links them all to each other.

For more info on specific products, just scan the code on our new QR table tags, and learn all about the added value of our range.

The birdhouse on the other hand is ideal for displaying and distributing our pocket catalogues, subtly adding some Extremis and tools for togetherness branding to the showroom. It is the perfect size to hold 13 Extremis catalogues.

Sizes mentioned: width x height $\label{eq:allprices} \mbox{All prices are VAT, transport \& installation excluded}$

		S	М	L	Custom size
LOGO STICKERS					
extremis [®]	EXTREMIS White / Black	20 x 4 cm \$ 2 White: SAL287 Black: SAL008	40 x 8 cm \$ 3 White: SAL289 Black: SAL288	80 x 15 cm \$ 7 White: SAL291 Black: SAL290	On request
OLSS NOR TOGA	TOOLS FOR TOGETHERNESS White / Black	7,5 x 10 cm \$ 2 White: SAL293 Black: SAL292	15 x 20 cm \$ 3 White: SAL295 Black: SAL294	30 x 40 cm \$ 7 White: SAL297 Black: SAL296	On request
extremis® official dealer	EXTREMIS OFFICIAL DEALER White / Black	20 x 6 cm \$ 2 White: SAL299 Black: SAL298	40 x 12 cm \$ 3 White: SAL301 Black: SAL300	80 x 24 cm \$ 5 White: SAL303 Black: SAL302	On request
extremis : Carefully made in Belgium	EXTREMIS CAREFULLY MADE IN BELGIUM White / Black	74 x 4 cm \$ 3 White: SAL305 Black: SAL304	149 x 9 cm \$ 7 White: SAL307 Black: SAL306	298 x 18 cm \$ 31 White: SAL309 Black: SAL308	On request

TABLE SIGNS



EXTREMIS LOGO WITH BASE & FELT PROTECTION

Off White RAL9002

 $21 \times 4 \times 4 \text{ cm}$

\$ 30 SAL1200

BIRDHOUSE DISPLAY		Base 50 x 25 cm
	TABLE TOP POCKET CATALOGUE DISTRIBUTOR	\$ 60 SAL371
	STICKS POCKET CATALOGUE DISTRIBUTOR	\$ 500 SAL006

On request Price & design depends on the type of vehicle













ADD TOGETHERNESS & BIOPHILIA WITH IMAGES

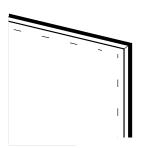
Our banners have the power to convert your showroom into the biome scenery of your choice. A dense forest, a greek island festival or crashing waves on the cliffs? These banners will set the mood for any passerby.

Extremis offers 2 types of banners: Togetherness banners recreate the famous Extremis branding and show people around our products, while Biophilic banners bring in a sampling of nature.

There are 3 ways you can have a banner inside your showroom:

Stapled canvas

Printed tarpaulin stapled to a wooden frame



Black ALU frame

Printed fabric tensioned by a sleek aluminium frame (one-sided)



Black ALU LED frame

Aluminium LED box with printed fabric on both sides



Sizes mentioned: width x height

BIOME TOGETHERNESS S	STAPLED CANVAS	140 x 200 cm	Custom size
extremis	A LOTTA TERRACOTTA	\$ 330 SAL1165	On request
extremis	FOREST & FIELDS	\$ 330 SAL1166	On request
extremis	MAJESTIC MIRAGE	\$ 330 SAL1167	On request
extremis	OUT OF THE FJORDINARY	\$ 330 SAL1168	On request

BIOPHILIC BIOME STAPLED C	CANVAS	140 x 200 cm	Custom size
	A LOTTA TERRACOTTA	\$ 330 SAL1169	On request
	FOREST & FIELDS	\$ 330 SAL1170	On request
C	MAJESTIC MIRAGE	\$ 330 SAL1171	On request
	OUT OF THE FJORDINARY	\$ 330 SAL1172	On request

	L	XL	Custom size
ALU FRAMES — indoor use only!	300 x 200 cm	360 x 240 cm	?
ALU FRAME Black coated aluminium, one- sided, fabric not included	\$ 650 SAL1173	\$ 700 SAL1177	On request
ALU LED FRAME Black coated aluminium, print on both sides possible. Integrated LED light, fabric not included	\$ 1800 SAL1179	\$ 2150 SAL1178	On request
FABRIC Black back when only using one side as a print	\$ 250 SAL1175	\$ 300 SAL966	On request

		L	XL	Custom size
TOGETHERNESS BANNERS -	– for all ALU frames	300 x 200 cm	360 x 240 cm	?
extremis	FABRIC A Lotta Terracotta	\$ 350 SAL1180	\$ 450 SAL1184	On request
o tremis	FABRIC Forests & Fields	\$ 350 SAL1181	\$ 450 SAL1185	On request
extremis	FABRIC Majestic Mirage	\$ 350 SAL1182	\$ 450 SAL1186	On request
extremis	FABRIC Out Of The Fjordinary	\$ 350 SAL1183	\$ 450 SAL1187	On request

		L	XL	Custom size
BIOPHILIC BANNERS — for	all ALU frames	300 x 200 cm	360 x 240 cm	?
	FABRIC A Lotta Terracotta	\$ 350 SAL1192	\$ 450 SAL1188	On request
	FABRIC Forests & Fields	\$ 350 SAL1193	\$ 450 SAL1189	On request
	FABRIC Majestic Mirage	\$ 350 SAL1194	\$ 450 SAL1190	On request
	FABRIC Out Of The Fjordinary	\$ 350 SAL1195	\$ 450 SAL1191	On request

THESE FRAMES ARE INDOOR USE ONLY

The black frame is 5,5 cm (without LED) or 14 cm (with LED) thick and is supported by 3 feet. Pick the print of your biome to attach in the frame with a keder. The ALU frame is a one-time cost, you can order the prints separately. The prints are exactly the same for both frames.

They are easy to assemble, just attach the four profiles to each other with hex keys and slide the print into the profiles. If desired, the led walls can be supplied in a carrying case to protect it during storage or transport at extra charge.



ADD ITEMS TO SET THE MOOD

Create eye-catching corners that bring in an outdoor feel with these extra tools. Add details to our products that remind visitors of certain togetherness events as they might occur in their own garden or living space. For instance: a newspaper and a croissant instantly gives lazy Sunday morning vibes, setting the mood for a family breakfast or brunch.

> Sizes mentioned: width x height All prices are VAT, transport & installation excluded

DUMMY FOOD		
	WAFFLE	\$ 20 SAL994
	ORANGE JUICE	\$ 30 SAL992
	DONUT	\$ 30 SAL995
	ICE CREAM	\$ 40 SAL993

DECORATION	MINI PICNIK Verdigris Copper Brown Cobalt Blue	\$ 60 SAL640 SAL638 SAL639
	RELAXSOUND SOUNDBOX Ambience bird sounds for an extra biophilic touch.	\$ 85 SAL996
	SOL+LUNA TOWEL	\$ 61 SAL045

TOOFTHERMENS		
TOGETHERNESS	MANILLE Deck of 32 cards	\$ 10 SAL1053
Petanque J	PETANQUE SET Set of 3 Boules & 1 jack in beautiful wooden box with leather strap	\$ 139 SAL929
OF TOOLTHA AND ENTER	TREMIST 3 Flessen	\$ 15 SAL836
remit .	TREMIST 6 Flessen	\$ 27 SAL822
OF TOORTHAN AND BOUTH	TREMIST 2 Flessen + 2 glazen	\$ 20 SAL837
governopes	TREMIST GLAS 12 stuks	\$ 50 SAL684
	20 TOGETHERNESS COASTERS Paper	\$ 10 SAL1196



OUR MATERIALS & COLORS

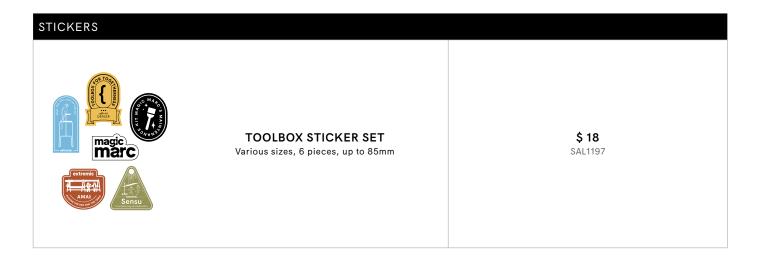
Sometimes size does matter. Our "toolbox for togetherness" gathers generously sized material samples so that our collection becomes more tangible than ever before!

This toolbox will quickly become your trustworthy partner in (sales) crimes. Completed with a full timber collection including bare, weathered, and oiled samples, different fabric folders, and miniature Sticks samples, you'll inspire clients with each material.

Add our stickers to pimp your toolbox!

SAMPLE BINDER SAMPLE BINDER \$ 250 Materials & Color finishes SAL001-1

TOOLBOX		
	TOOLBOX Material & Color Samples	\$ 500 SAL821-1





THE BOOK SHOP

From product overview to French literature: the books and catalogues we have to offer, each serve a specific purpose. Collect them in a nice Extremis tote bag to hand them over to your potential customer.

PRINTED MEDIA		
atom 5	BOX OF CATALOGUES A5 size to fit in the bird house display 20 pcs	\$ 55 SAL1162
	LOOKBOOK Residential references	\$ 15 SAL887
extremis	BRAND BOOK The perfect coffee table book about Extremis & our values	\$ 15 SAL002
	THE NAME OF THE GIANT Where do names like Gargantua and Pantagruel come from? Read all about these giants and the link with Extremis in this book	\$ 10 SALOO4
extre ¹⁵	TOTE BAG Tote bag and backpack 2 in 1	\$ 6 SAL443
extremis Price list	PRICE LIST VAT EXCL. English Dutch French	\$ 20 SAL1154 SAL1153 SAL1155



MAINTENANCE TOOLS

No piece of furniture remains in the same condition as when you first purchased it. All Extremis products are designed to age beautifully, yet they still require a minimum amount of maintenance. We encourage having these tools on hand, to aid your salespeople in setting the right expectation while they are seeing the product in person. View our maintenance products and tips below to keep your Tools for Togetherness in tip-top condition!

MAINTENANCE TOOLS		
The same of the sa	WOOD CLEANER - 1L Wood Cleaner is a cleansing shampoo for wooden furniture. The product removes gray discoloration, green deposits and dirt	\$ 30 OND001-2
	MULTI CLEANER - 0,5L Extremis Multi Cleaner is a ready-to-use cleaner. Its powerful formula removes the most persistent stains	\$ 50 OND004
	WOOD PROTECTOR - 1L Protect your wood regularly from UV and inclement weather. The Extremis wood protector is a 100% natural product	\$ 120 OND002
MIIIIIIII	EXTREMIS BRUSH Use this hand scrubber in combination with Extremis Wood Cleaner and Multi Cleaner to remove persistent dirt	\$ 7,50 ONDO06
extremis	WOOD CLEANING KIT Wood Cleaner - Wood protector 1L - Extremis brush - Tape - Sanding block & paper - Brush	\$ 200 OND057
extremis	GENERAL CLEANING KIT Multi Cleaner - Sponge - Microfiber cloth - Extremis brush	\$ 75 OND058



We are only as strong as our local ambassadors. We take great pride in who we are as a brand and the partners we have selected to shepherd the togetherness message throughout the world. We want to practice what we preach and we hope this guide can help you be the best extremis ambassador now and into the future, making a whole lot of memories with your customers along the way.

Cheers! **EXTREMIS**