

A modern office interior featuring a lounge area with a grey sofa, a dining table with chairs, and several desks with office chairs. Large windows provide a view of a city skyline. The ceiling has a circular recessed lighting fixture. The overall atmosphere is bright and professional.

Love
where
you
live.

FURSYS GROUP

OUR VALUE

PEOPLE

We try to make all members to be the best players, with the individual and the company growing together.

ETHIC

The systematic and ethical norms are taken as an example and followed with the belief that the right path is the fastest path.

SYMBIOSIS

Franchises and cooperative companies recognize us as partners who must coexist to realize our values.

PRODUCT

Provide products that customers want at the promised quality.

BUSINESS

To broadly organize the business rationalization represented by simplification, standardization, and specialization in the organization.

FINANCE

Develop the business on the premise of a sound financial structure and generate profits.

HISTORY

Since its founding in 1983, the Fursys Group has maintained its dominant position in the market by offering leading solutions for the entire living environment through brands such as FURSYS, iloom, SIDIZ, DESKER, SLOU BED and Alloso.



1983

Establishment of the Fursys Group

FIRST



1989

Establishment of the FURSYS Furniture Design Research Center

1991

Completion of FURSYS Headquarters

1988

FURSYS won the "\$1 Million Export Award" on the national trade day

SALES



1994

Won the "\$10 Million Export Award" on the national trade day

1994

Established <C-TEM Co., Ltd.> as an independent corporation(now iloom Co., Ltd. | SIDIZ Co., Ltd.)

1991

FURSYS earned the A+ corporate credit rating

PLACE



2008

Constructed the Ogeum-dong Headquarters of the Fursys Group

2005

Awarded the Silver Medal on the 32nd Commerce and Industry Day

2001

FURSYS supplied furniture to the Incheon Airport

CERTIFICATION



2012

Acquired America's "Green Guard" certification for all products

2015

FURSYS's annual sales exceeded 500 billion won (515.9 billion won)

2006

FURSYS won the "\$ 20 Million Export Award" on national trade day

R&D



2018

Established STUDIO ONE, an R&D Center

2016

Launched the professional SOHO furniture brand, DESKER

Launched the professional mattress brand, SLOU BED

INFRA



2021

Constructed FURSYS Vietnam factory

2023

FURSYS Established FURSYS Community office in Seoul Yeouido-dong

FINANCIAL HIGHLIGHT

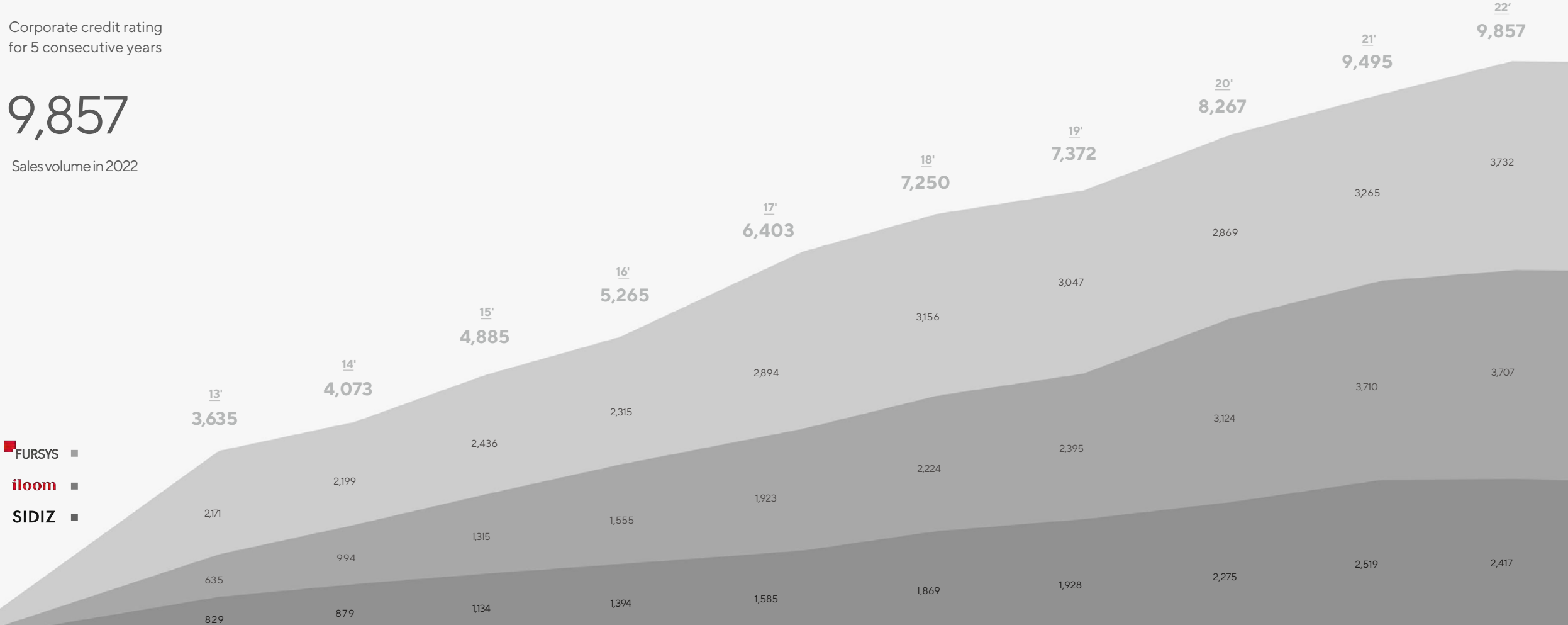
Based on the business competitiveness of various professional brands in the group and the expansion of overseas business, Fursys Group has achieved sales growth of more than 10% every year.

A+

Corporate credit rating for 5 consecutive years

9,857

Sales volume in 2022



STUDIO ONE

FURSYS GROUP R&D CENTER

The company continues its design-first management philosophy with the establishment of a new integrated research space named 'STUDIO ONE' in 2018. We are maximizing the synergy of R&D capabilities in an integrated research environment in which exchanges between brands are enhanced through the office lab, chair lab, and home furniture lab. As of 2018, about 20% of all office workers are made up of R&D staff, boasting exceptional design competitiveness.

~20%

R&D expert
proportion in
FURSYS
office workers.







COMMUNICATION SPACES

AWARDS

We are leading the global design trends beyond the domestic market as the first Korean company to win the four major global design awards: Red Dot Design Award(Germany), iF Design Award(Germany), and IDEA(USA).



79

Won 79 awards
of world's 3 major
design awards



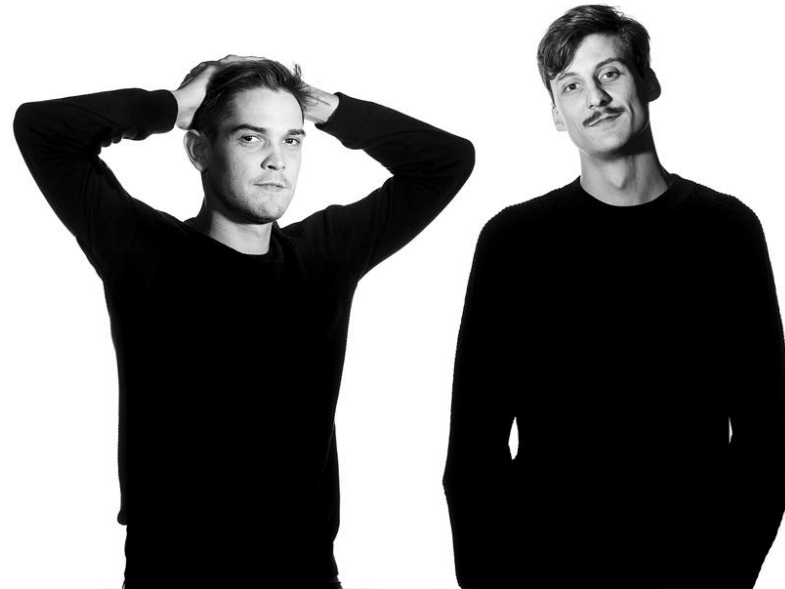
COLLABORATION

We have been striving to strengthen our design competitiveness through collaborations with renowned research companies overseas. Continuous collaboration with world-class designers is also gaining huge popularity, bringing new design experiences to customers. These types of global collaborations are a sign of the high-quality design competitiveness of the Fursys Group.



Vincent Van Duysen

BELGIUM



Desormeaux Carrette Studio

FRANCE



Anderssen & voll

NORWEGIAN

COLLABORATION

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Alessandro Mendini

ITALY



Claudio Bellini

ITALY



Gensler

USA



ITO Design

GERMANY



Nelly Rodi

FRANCE



BRANDS

■ FURSYS | iloom | SIDIZ | DESKER® | SLOU BED | Allosa



FURSYS is a brand specializing in office furniture in Korea that has maintained the leading position in the furniture industry based on systematic research and understanding about organization, space and office environments. The office is a place that connects and supports people as well as between people and tasks and plays a pivotal role in our lives. FURSYS ensures an "Office we love." where everyone who works in such a space becomes a "happy professional".



MOTION DESK

MOTION DESK, Korea's first height-adjustable desk, is replacing sales of bellowed ENABLE series and contributing to an increase in the average purchase price per person.



Key Products of FURSYS

ENABLE

ENABLE is FURSYS' highest-selling bestseller. Korean consumers prefer freestanding desks like ENABLE over benchmark systems, which are more popular in the U.S. market. The variety of storage and screen options is one of the strong selling point.



WEYARD

The product comes in two lineups: a work table that is designed for easy use of IT devices and a lounge table that matches trendy interiors. This makes it versatile enough to be used in a variety of spaces, such as open plans, lounges, and conference rooms.



TIKA

The freely movable whiteboards and polygonal tables create an open and collaborative space where people can easily see each other from diverse angles.



AERIE

Introducing a collection of modular sofas designed in partnership with Andersen & Voll Studios, renowned for collaborations with brands like Mutto and &Tradition. This series offers a diverse selection of sofa modules, from compact, individual work zones to expansive collaborative lounges.



PLAYWORKS

True to its name, this innovative design features a playful rotating seat that enables you to maintain focus on your tasks while enjoying comfortable and versatile seating positions.



BUSINESS AREAS

As the number one office furniture brand, FURSYS is proud of its dominant position in the market by presenting space solutions for the general living environment such as office environment, public environment, experiment environment, and educational environment.

70% 70% market share in the Korean branded office furniture market



OFFICE HISTORY

Established in 1983, FURSYS has designed not only furniture but also the work culture and the way people work. A change to FURSYS products means the introduction of a new office lifestyle.

OFFICE 1.0



1980s

A new type of office comprised of system furniture

OFFICE 2.0



1990s

Efficient office optimized for computer utilization

OFFICE 3.0



2000s

Flexible office that adapts to environmental changes

OFFICE 4.0



2010s

An autonomous office in which you can choose your work space

CULTURE

Through various activities such as publishing monographs, magazines, holding seminars, etc., FURSYS is delivering insights and expertise on office environments to businesses and academia and building a unique brand color.



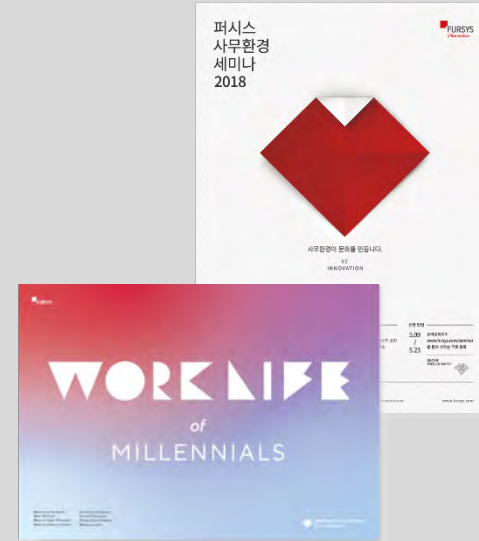
Innovative office environment that transforms businesses

2014.01.07



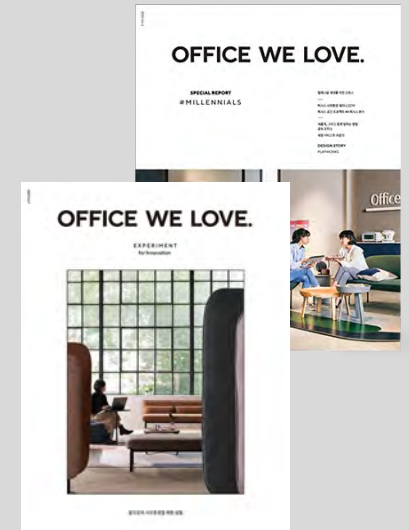
The Office Environment Creates the Culture

2017.11.01~



Office Environment Seminar

2016.05~



Office We Love.

2016.03~

iloom

iloom is a brand that offers a new standard in the home furniture market. It offers practical and refined furniture that completes the lifestyle of consumers based on its reliable quality, advanced design and reasonable price.



iloom

SPACE WITH iloom

iloom introduces directly designed and manufactured innovative furniture faithful to the basics based on the understanding and expertise about various living environments.



Space with iloom

Living room

iloom embraces diverse lifestyles, allowing individuals to create their own spaces through iloom's furnitures that cater to personal preferences and routines.



Space with iloom

Bedroom

iloom offers a variety of products and options for bedrooms. Depending on family members and individual lifestyles, you can implement the desired roles and functions of the bedroom in various ways.



Space with iloom

Kids & Study room

iloom accompanies every stage of a child's growth, self-learning, and development. With safety-conscious design and imaginative aesthetics, you can decorate a child's room with creativity.



Space with iloom

Dining room

iloom's dining room is a space where one can leisurely enjoy meals and engage in sincere conversations with family members. With products that combine functionality and design, you can create your desired dining room.



Space with iloom

with Pet

iloom creates pet-friendly furniture that can be used by both people and pets together. We envision spaces where everyone can coexist in happiness.



iloom

STORE

iloom offers various lifestyles through more than 80 stores in Korea.



SIDIZ

SIDIZ is a representative Korean brand specializing in chairs. 'SIDIZ' is a compound word made of 'SIDI' which means "Sit" in Esperanto and 'Z' as in the last letter in the alphabet, which means 'final' and 'best'.





14

The Age of T50

210

Cumulative Sales of T50,
2.1million

62

Number of countries that sell
the T50

916

Total number of parts

T50

A chair loved for 10 years

The SIDIZ T50 chair is ideally suited to support the body from an ergonomic standpoint, and at the same time it has been developed with the motif of the S-Curve form to have the most natural and beautiful appearance.





SIDIZ

TC11

The highest quality chair

TC11 is a project in collaboration with German ITO Design. It is a desk chair with the highest quality and functions. It is designed to support the back and backrest, even if you sit in a variety of positions for a long time.



SIDIZ



GC PRO

Gaming Chair

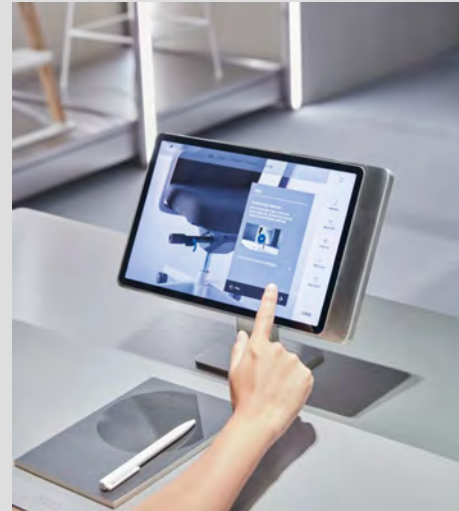
This is a gaming chair that has the necessary design and features to help gamers perform at their best. It was created in collaboration with professional gamers.



SIDIZ

STORE

SIDIZ operates flagship stores to provide a more comfortable and unrestricted experience of trying out various chairs.



DESKER®

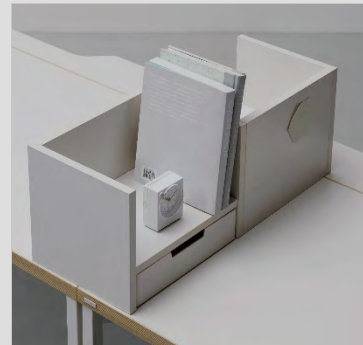
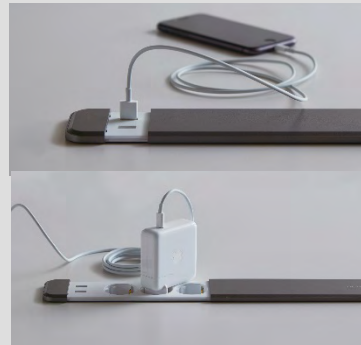
DESKER, launched in April of 2016, is an exclusive brand for designers and start-ups that prefer products with practical function with modern design. DESKER offers various product lines that mainly stick to the nature, functionality and design of office furniture.



DESKER

PRODUCTS

MOTION DESK, DESK & TABLE, BOOKSHELVES, SCREENS, ACCESSORIES



DESKER

PRODUCTS

DESKER creates spaces for dreamers, ranging from individuals striving for personal growth to businesses starting with potential, all in pursuit of their aspirations.



DESKER

STORES



DESKER SIGNATURE STORE



DESKER DESIGN STORE



DESKER PLANNING STORE

SLOU BED

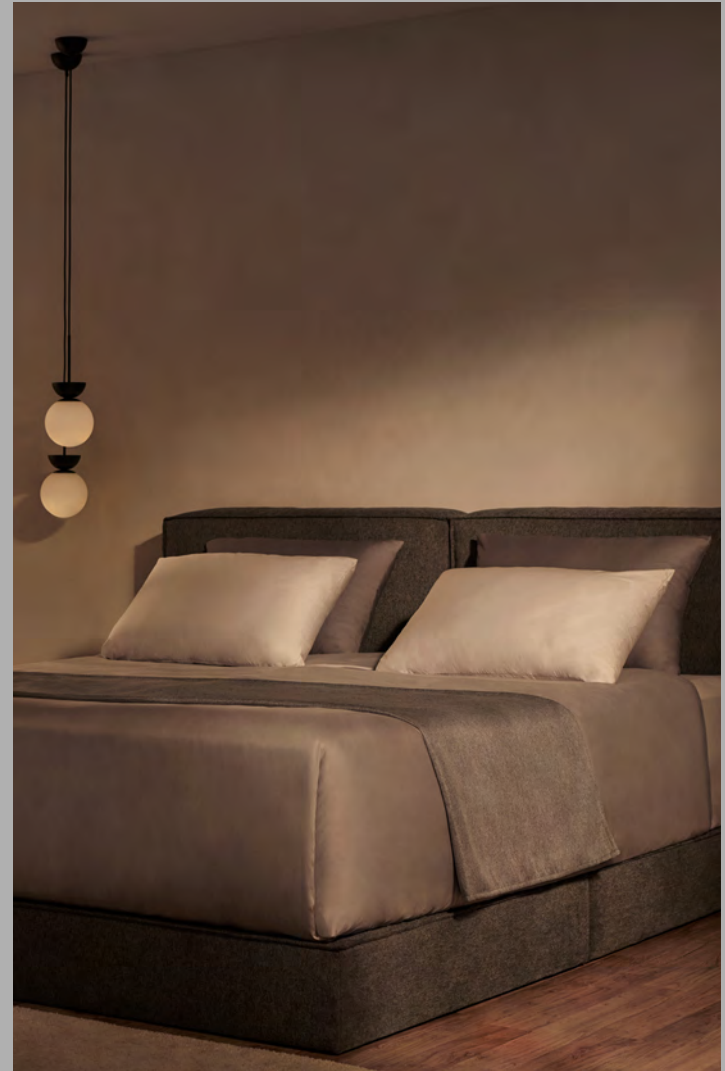
The mattress professional brand SLOU BED put users and the environment first. SLOU BED presents products and services according to user's sleep patterns, and actively participate in the resource recycling economy by using renewable resources for a sustainable tomorrow. Even in cumbersome and time-consuming processes, we follow the principles responsibly for better quality and safety.



SLOU BED

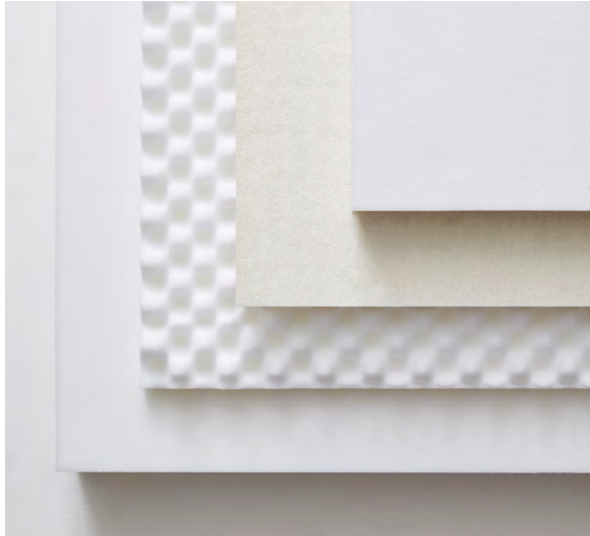
PRODUCTS

MATTRESS, MOTION MATTRESS, TOPPER MATTRESS, ACCESSORIES



BRAND VALUE

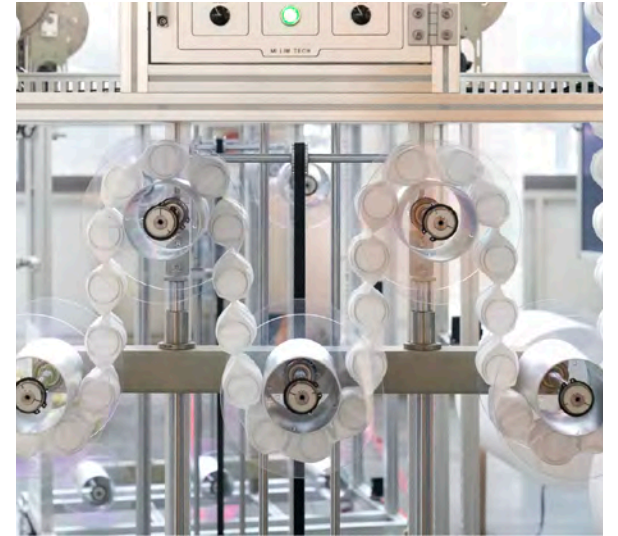
SLOU BED manufactures clean and safe natural products by using natural ingredients.
On top of that, SLOU BED provides the products with excellent quality and reasonable price.



Thorough Standards



User Oriented



Responsibly Made

Key products of SLOU BED

MATTRESS

SLOU BED creates mattresses that take into account even the invisible aspects.
The ergonomic design assists in distributing body pressure, promoting a deep sleep.



Key products of SLOU BED

MOTION MATTRESS

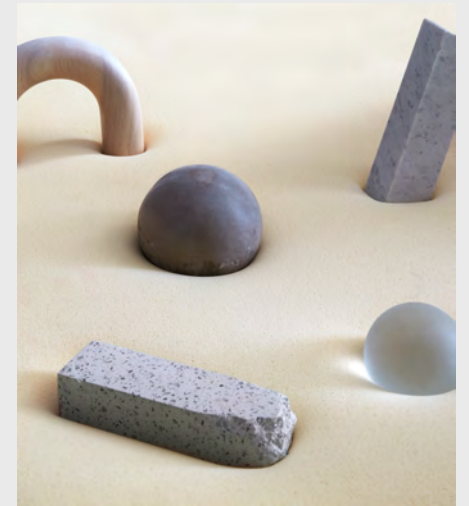
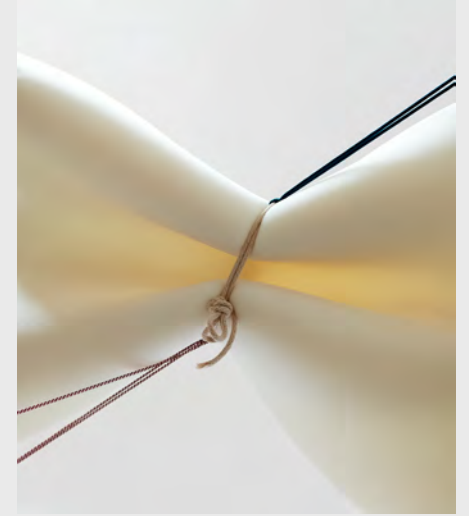
SLOU BED's motion mattress is an integrated type of mattress with built-in motion functionality. It offers minimal noise and a more natural movement."



Key products of SLOU BED

TOPPER MATTRESS

SLOU BED's topper provides firm support to the body, utilizing domestically pioneering eco-friendly memory foam.



Key products of SLOU BED

FRAME

SLOU BED crafts frames that seamlessly integrate anywhere with quality materials and clean design.



Key products of SLOU BED

ACCESSORIES

SLOU BED offers sleep accessories designed to facilitate comfortable and restful sleep. These include pillows that gently support based on head shape, covers made from premium materials, sleep masks, body pillows, and more.



SLOU BED

STORE

SLOU BED operates offline stores to allow customers to directly experience the products and find a mattress that suits their body.



Alloso

Alloso, launched in 2018, is a brand specializing in premium contemporary sofas. Alloso aims to deliver happiness in your everyday life. Alloso's goal is to bring daily happiness through pursuit of comfort that brings true relaxation and a new style to express oneself, on firm ground of reliable quality.



WHO is Alloso

To freely choose a sofa that fits your lifestyle, Alloso will be your partner.



PASSION FOR LEADING EDGE

Alloso is a brand that cares about people and the environment. From product planning to production, supply, and disposal, eco-friendly processes are prioritized. Our sofas are made in consideration of harmfulness, degradability, recyclability, and energy efficiency.

NO COMPROMISE ON QUALITY

Every manufacturing process of sofa is meticulously worked by skilled maestros. Also, we create Alloso's own portfolio by continuously collaborating with excellent designers.



Alloso

MATCH YOUR TASTE

To freely choose a sofa that fits your lifestyle, Alloso will be your partner.



Alloso guarantees the quality of leather and fabric and operates a variety of finish materials by making global partnership with brands with the best manufacturing technology, such as Montebello - which collaborates with world-class luxury brands - and Mastrotto, the largest Italian leather brand in Europe with more than 60 years of history.

mastrotto *Montebello* TRUSSARDI 1989 aqua clean TECHNOLOGY

Alloso



Bring your holyday chill into everyday life. **HOLYDAY.**

Alloso



THE WARMEST HUG EVER. **ELMER.**

Alloso

STORE

Alloso creates various themed spaces to enable customers to experience the products and choose their desired designs.





AJ-304

AJ-403

INFRA

MANUFACTURING

The Fursys Group manufactures high-quality products at four domestic factories and conducts strict and thorough quality control.



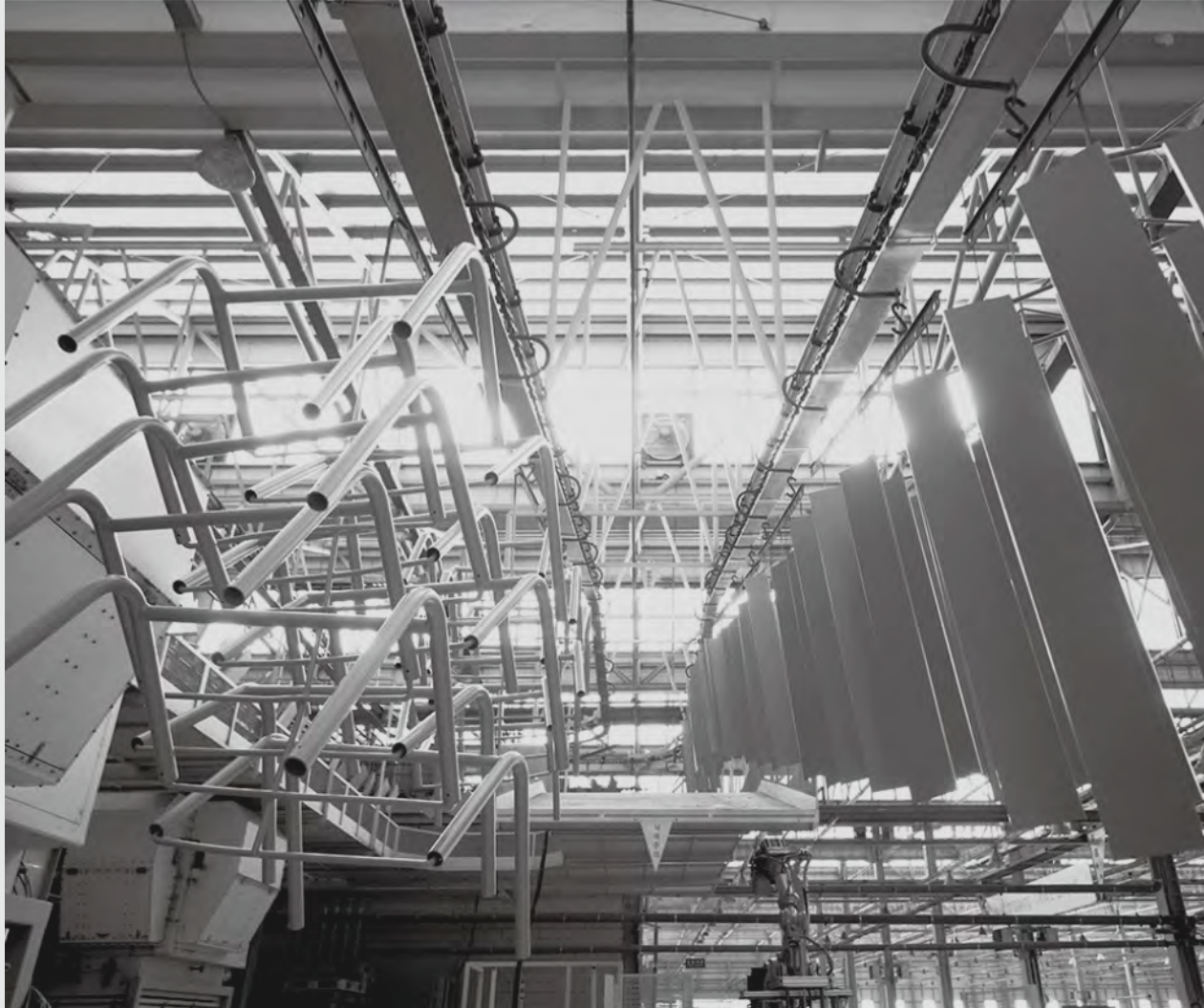


ANSEONG FACTORY



VIETNAM FACTORY

FACTORY

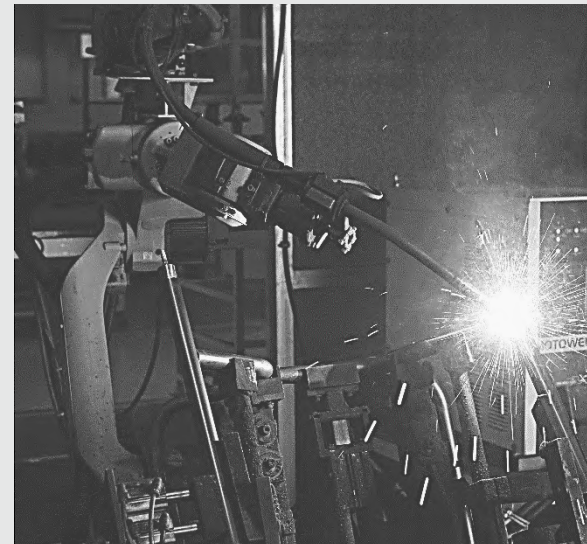


ANSEONG STEEL PRODUCTS & SOFAS

The Anseong factory manufactures high quality products through the manufacturing process established with automated equipment. It is an eco-friendly factory with special interest and investments in the environment.

SCALE(m²) | Site area 62,800/ Floor area 62,200

FACTORY

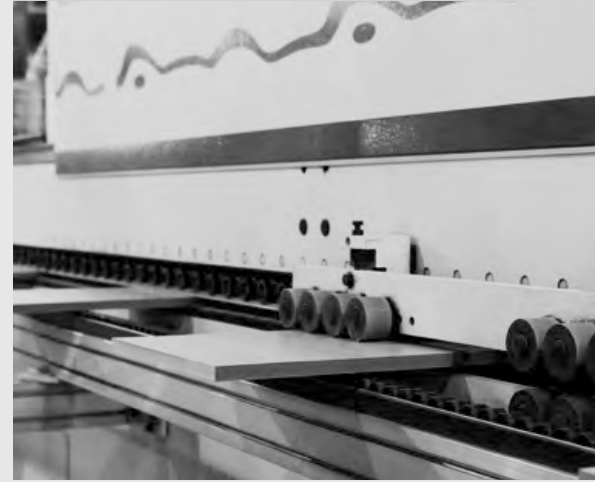


PYEONGTAEK CHAIRS

Chairs are manufactured through advanced technologies and systematic automated systems. FURSYS leads the development of chair-related technologies through bold investments in R&D and thorough quality control and puts forth its best efforts for improving the service quality.

SCALE(m²) | Site area 14,800/ Floor area 19,600

FACTORY



CHUNGJU WOOD PRODUCTS

The Chungju 1 factory manufactures wood laminate furniture and the Chungju 2 factory manufactures painted furniture, and they actively respond to customers' needs through the best wood processing technologies in the country.

SCALE(m²) | Site area 43,000/ Floor area 26,400
Site area 18,500/ Floor area 7,100

INFRA

CERTIFICATIONS



Achieved 'Greenguard'
certification (US)



First BIFMA member in Korea

With the belief that quality is determined in the invisible range, Fursys Group manufactures products that satisfies the quality higher than the required, and has various domestic and international certifications to prove this.



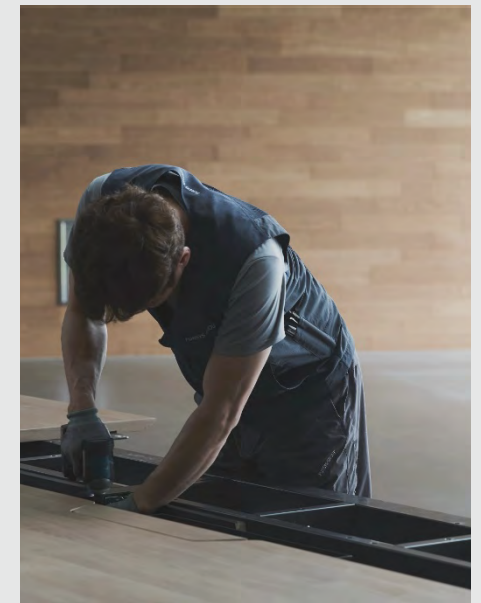
SERVICES

BAROS is a comprehensive logistics services company specializing in logistics, construction and after service. We operate local service centers in Daejeon, Daegu, Gwangju and Busan with our logistics bases located in Anseong and Seongnam to provide rapid and accurate logistics services throughout the country.



TOTAL LOGISTICS SOLUTION

BAROS is a comprehensive logistics services company utilizing all of their capacity to innovate services and to create customer value with the vision to be a trusted logistics services company with competitive power.



WORKSTYLE

Fursys Group is constantly striving to create a corporate culture in which employees can enjoy a sense of accomplishment while working. We are implementing a good company to work for, by supporting an environment that increases work commitment, and introducing the right system.

LIFE LIVED WHEN TINY
CHANGES OCCUR.

작을 때 진정한 삶을 살게 된다.

THE READING OF ALL GOOD BOOKS
IS LIKE A CONVERSATION WITH THE
FINEST MEN OF PAST CENTURIES.

좋은 책을 읽는 것은 과거 몇세기의 가장 훌륭한 사람들과 이야기를 나누는 것과 같다.
Rene Descartes

LIVE ALWAYS IN THE BEST
COMPANY WHEN YOU READ.

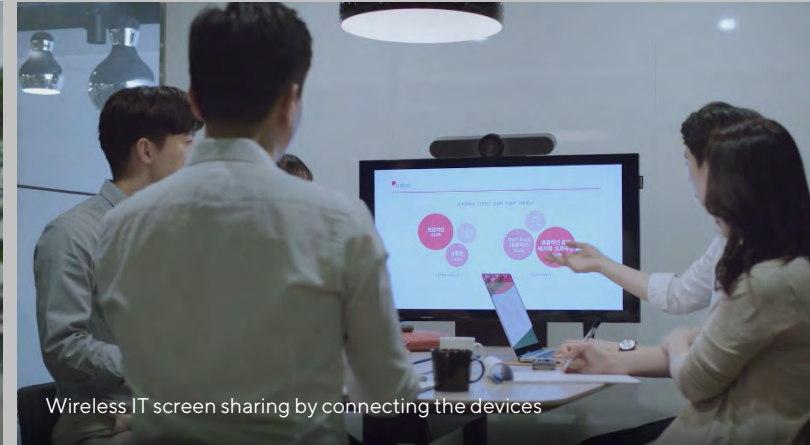
독서할 때 당신은 항상 가장 좋은 친구와 함께 있다.
Sydney Smith

WORKSTYLE

The Fursys Group aims to become a smart workplace to help employees to work efficiently and we support them various educational programs for individual growth.



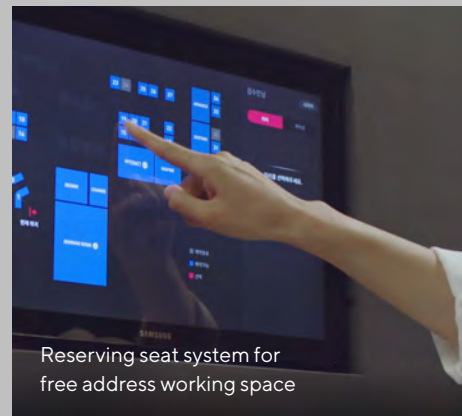
Reserving system for conference room supports effective cooperation and communication.



Wireless IT screen sharing by connecting the devices



Groupware for connecting mobile devices



Reserving seat system for free address working space



Various educational programs such as mentoring activity, skillset training and so on.

SOCIAL CONTRIBUTION

Based on the founding philosophy, the Fursys Group is conducting sincere social contribution activities centering on the Mokhoon Foundation, a nonprofit corporation, to create a happy and growing society

바로알고 바로살며
서로도와 하나되자



SCHOLARSHIP

We support those who are facing the financial difficulties. We strive to develop our human resources especially for those who grew up in difficult circumstances, so that they could play an active role in each field of society.



ACADEMIC

As part of the promotion of scholarship, we are supporting academic research activities. We aim to develop the industries and to set a foundation of community between industry and academia



HISTORY

In order to honor the importance of the history, we have participated in the memorial of Ahn Jung Geun, Yoon, Bong Gil and also we are supporting the academic research about the achievements of General Lee, Sun Sin