

SEBEL FURNITURE

TEXT: MICHAEL BROWN PHOTOGRAPHY: STEPHEN REINHARDT

→ **FOR OVER 50 YEARS, THE NAME SEBEL HAS BEEN SYNONYMOUS IN AUSTRALIA WITH THE MANUFACTURE OF HIGH PERFORMANCE, HIGH QUALITY FURNITURE.** Sebel offers seating and furniture solutions for virtually every industry type: Hospitality and Leisure, Restaurants and Cafes, Stadia and Auditoriums, Conferences and Events, Schools, Colleges and Universities, Hospitals and Care Homes, Government Departments and much much more. Sebel furniture can be found in schools, offices, restaurants, and sports stadia around the world.

Sebel Furniture is an Australian owned company; part of the Brisbane based GWA group. Based in Bankstown, NSW, Sebel have over 300 employees manufacturing their furniture from locally sourced materials. Sebel furniture is sold domestically and internationally, with branches in all major Australian capital cities and overseas in New Zealand, Singapore, Hong Kong and the UK. Sebel also exports to over 70 countries worldwide.

Sebel are the largest distributor of furniture to schools Australia wide and hold the Department of Commerce furniture contract in NSW. The versatility of Sebel furniture has been illustrated in their supply of furniture to the NSW Privately Funded Schools Project, involving the construction of seven Primary School locations in NSW.

Sebel played an integral role in the classrooms' fitout. "We supplied just about everything to the classrooms - seats, desks, whiteboards, chalkboard's and even the cupboards skirting the classrooms" said Steve Royles, Sebel Customer Service Manager.

Mr. Royles was responsible for overseeing the supply of Sebel furniture to the NSW Privately Funded Schools Project. "I was required to coordinate the project with the various representatives from Hansen Yuncken; their architects, designers and builders, whilst also liaising with the Department of Education and Training," said Mr. Royles.

With Mr. Royles overseeing the logistics of the project, most of Sebel's over 300 employees were involved in the receiving and processing of the orders, construction and production of the furniture products, delivering the furniture, and installing the furniture on site.

All of the products supplied to NSW schools must be approved, by adhering to the appropriate standard, ensuring that the materials used are reliable and suitable for their intended purpose. Sebel have internationally approved testing facilities, to ensure the safety, durability and consistency of their product. Every piece of Sebel furniture supplied passes the rigid ISO 9001 standard, gaining independent NATA accreditation.

Sebel prides itself on the creation of all of its furniture and are constantly looking at ways of upgrading their range to evolve to the next level. One of Sebel's core strengths has been the development of their innovative polypropylene technology, used in their seating and leisure products. Much of the furniture supplied by Sebel to the NSW Schools Project utilised polypropylene technology. Fully injected polypropylene products are incredibly durable, ergonomic, stylish and cost effective for any small or large-scale installation. Sebel Polypropylene Furniture has a strong UV resistance especially suited to Australia's harsh climate.

Sebel have supplied furniture to large scale installations such as the Conservatorium of Music in Sydney, the Olympic Stadium at Homebush, Lang Park in Brisbane and Football Park in Adelaide. Sebel chairs can even be found at NASA in Cape Canaveral.

Sebel's past and future success rests upon the three core pillars of form, function and balance. Sebel believes that it is their passion for innovation in these core areas, their high level of quality service and their commitment to providing the "best fit" furniture products at the right price, which sets the Sebel name apart from all others.

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sebel
form function balance

