

## Hospitality Furniture



### PRODUCT RELEASE - C

**Issue:** 044  
**Date:** 18<sup>th</sup> of January 2011

**Catalogue Section:** Table Bases  
**Product Manager:** Troy Searle

**Subject:** FLAT<sup>®</sup> Engineering Stability Table Base Range



We are excited to announce the introduction of our FLAT<sup>®</sup> Technology range of table bases to our customers, a revolutionary product to solve wobbly tables.

#### *Life Space Solutions*

Our concept for a new beginning is to provide carefully selected items that benefit our customers and provide solutions to everyday problems. Ask any consumer, restaurateur or their staff, and wobbly tables is one of the number frustrations along with aligning tables in their day to day occupation. This release has seen Artia partner with the FLAT<sup>®</sup> Technology team to offer a range of functional, stylish, high quality table bases that is the no. 1 solution to these frustrations. The FLAT<sup>®</sup> self levelling technology offers value for money and the entire range is designed to incorporate the FLAT<sup>®</sup> Technology seamlessly.

## The FLAT® Revolution

Established in 2004, FLAT® is a simple yet revolutionary technology that instantly levels and stabilises anything from a table to a helicopter. FLAT®'s team of Engineers have spent the last 6 years researching and developing FLAT® technology to perform well beyond market expectation and deliver a cost effective, durable and truly unique solution to stop wobbly tables.



**The comparison?  
There is no comparison.**

FLAT®

- Automatic stabilisation (SMART SYSTEM)
- Unique capability of levelling and alignment of table top
- Patented technology (both FLAT® SYSTEM and table bases)

## FLAT® Technology, a Firm Footing for Nearly Everything

FLAT®'s patented technology is unique. It is incorporated into products at the design stage, so you aren't stuck with a clumsy, bolt-on afterthought.

What is FLAT® Technology? Put simply, FLAT® is a remarkable levelling and stabilising technology. A series of interconnected actuators or feet communicate information about the surface conditions below via multi lumen tubes to the FLAT® smart system. The result is constant stability for the table no matter how often the table is moved from place to place.

All objects manufactured with FLAT® will find their level on any uneven surface instantly, with the applications load distributed perfectly over each foot.



FLAT® is always on, sensing and adjusting to the surface below



FLAT® allows you to perfectly align table tops, a truly unique benefit

Feature	Benefit
INSTANT STABILISATION	Automatically stabilises the table in a fraction of a second.
LEVELLING & ADJUSTMENT	Unique FLAT® technology means that, for the first time ever, the alignment of the tabletop can be adjusted to suit different surfaces, simply by lifting the table.
FLAT® SMART SYSTEM	It's always 'on', constantly aware of the surface below and adapting instantly to changes.
DESIGN INTEGRATION	Both table base and technology have been designed and manufactured for the sympathetic integration of the two products resulting in a seamless partnership
ENGINEERED DURABILITY	FLAT® is made with high quality polymers and has undergone 6 years of R&D, plus exhaustive tests. The result: exceptional value, well beyond its purchase price.
'4 x 4'	Capable of adapting and stabilising to a far greater diversity in surface inconsistencies than any other products on the market

## QUALITY

FLAT® and Artia have a commitment to continuous improvement so the FLAT® range of products consistently meet the needs of our customers to ensure the end user has a positive experience.

## WARRANTY

All our FLAT® bases are backed with a 12 months manufacturer's warranty from date of purchase. All items meet the standards required by hotels, cafés, restaurants and resorts.

## AWARDS

- Australian International Design Award
- Australian Engineering Excellence Award
- INPEX, USA – world's largest innovation fair
- ABC TV 'New Inventors' & People's Choice Episode Winner
- Exhibited at Powerhouse Museum, Sydney
- Exhibited at Questacon, Canberra

## AFRDI APPROVED

FLAT® complies with British Furniture Standards:

BS 4875-5:2001

**STRENGTH & STABILITY OF FURNITURE**

BS EN 1730:2000

**TABLES – TEST METHOD FOR STRENGTH, DURABILITY & STABILITY**



## FLAT® Table Base Features

### **Top plate**

superior quality

### **Rod**

thicker structural tension rod to hold the base together securely

### **Post**

wider diameter for structural support. Increased wall thickness

### **Aluminium base**

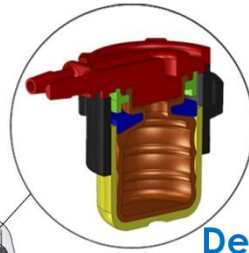
almost 3 times the aluminium used in standard bases and high quality casting



### **FLAT® technology seamlessly installed**

the base and the technology are designed in unison to deliver superior performance and longevity

**FLAT® Product (Spider)**



**Detailed cross section of the technology inside FLAT®**

**FLAT® Table Base Range**



**Bondi**



**Coogee\***



**Kirribilli (s)**



**Kirribilli**



**Ulladulla (s)\***



**Ulladulla\***



**Bronte\***



\*Not available in-store but may be ordered from supplier via your Artia showroom. Minimum quantities apply.

## TESTIMONIALS

### **Ross Annas – Bondi Trattoria**

*“It used to really frustrate me to watch my staff set out all the tables in the morning, spending time adjusting them all and then the first customer to come in would move the table slightly and that was it – a wobbly table for the rest of the day. With FLAT<sup>®</sup> I now take great pleasure from watching my staff place the tables down and simply walk away. It’s not just the money saved; it’s the peace of mind”.*

### **Andy Ruwald – Sejuiced Health Bar**

*“I have tried to find so many solutions to eliminate tables wobbling and FLAT<sup>®</sup> is the only true long lasting solution I can rely on.”*



PERIOD OF USE	2 years
LOCATION	Outside promenade 10metres from the beach
SURFACE	Paved brick
ISSUE	Restaurant location is outdoors and exposed to the environment. A wobbly table deters customers from sitting down
RESULT	<ul style="list-style-type: none"><li>• Improved customer experience</li><li>• Durable and reliable</li></ul>

### **Martin Muddell – Roy’s**

*“I can’t believe how good the table top alignment is - FLAT<sup>®</sup> allows me to push my tables together and have the tops aligned perfectly.”*

### **Joe Perri – Tango Espresso**

*You can’t put down in words how great it is...it makes us money. It doesn’t matter how good your coffee is, if your tables’ rock, the customers won’t come back. Thanks to FLAT<sup>®</sup>, at Tango we now spend our time serving customers, making money instead of fixing wobbly tables, thanks FLAT<sup>®</sup> we love you!*

### **Eric Lee – Cherry Beans**

*“The base is very stable, I was surprised how well it works, I don’t even think about it anymore. Look at my floor, its uneven. FLAT<sup>®</sup> is a miracle, rock solid.”*

For further information please contact one of our customer service teams on 1800 008 591 in Australia, or in New Zealand on 0800 267 265. Alternatively, speak to your local sales representative.