

# Bemz

Press release

London, September 2016

News from Bemz – makers of designer covers

## Ikea's masterpiece of modular living added to Bemz collection: Vallentuna covers



**High-resolution images, lifestyle and cut-out:**

Click [here](https://www.google.com/search?q=Vallentuna+Ikea+cover&rlz=C301C1Z1Z402) or copy the link [goo.gl/ZIZ402](https://goo.gl/ZIZ402)

**September 21, 2016 – Bemz, known for its designer covers for IKEA furniture, have added IKEA's latest and most ambitious modular sofa series ever to its collection of quality slipcovers and home textile products. The Vallentuna range of modular furniture combined with a Bemz cover allows complete flexibility in designing a unique and personal look.**

The Vallentuna is a welcome addition to the range at Bemz, where covers for the low back and high back seat modules, both with and without storage, the armrest and back cushion are now available in over 250 different fabrics. Not only can this series of free-standing modules be combined to create any shape or size of unit to suit every family and living space, it is also possible to mix and match different covers from [Bemz.com](http://Bemz.com) to create a very unique, personal combination.



Additional models to be added to the Vallentuna range at Bemz

Furthermore later this week, Bemz will expand the Vallentuna collection with eight new models of covers including several sizes of seat modules, even corner seat modules, as well as covers for the backrests allowing for even greater possibilities of mixing fabrics on one module. In a month's time, the Vallentuna sofa bed will join the collection at Bemz.

**Covers for the new Vallentuna modules are available for purchase across the full range of products at [Bemz.com](http://Bemz.com).**

Ends



**For more information, fabric samples or to borrow covers, please contact:**

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Customer service from the UK: 0800-048 84 04 (Toll Free)

**High resolution images from the Bemz image bank available [here](#).**

**Notes to Editors:**

**Caption information for images:**

Top image:

Bemz covers for the [NEW] Vallentuna seating modules in Chenille Steel Blue, starting from £179. Bemz cushion covers in Brick Black by Katarina Wiklund, £25, Betula Deep Navy Blue, £29 and Ivy Green, from £15.

Second image:

Bemz covers for [NEW] Vallentuna high back seating modules in Tegnér Melange Rosewood, £219. Bemz covers for [NEW] Vallentuna seat module in Kvarter Wine, £229. Bemz covers for [NEW] Vallentuna seat module with storage in Tegnér Melange Rose, £189. Bemz covers for [NEW] Vallentuna seat module in Tegnér Melange Straw Yellow, £179. Bemz cushion covers in Tegnér Melange Straw Yellow, £25, and Raffia Sage Brown, £19.

Third image:

Bemz covers for [NEW] Vallentuna seat module in Tegnér Melange Sage Brown, £209. Bemz covers for [NEW] Vallentuna seat module in Vreten Pinstripe Graphite Grey, £239.

Bemz covers for [NEW] Vallentuna high back seat module with storage in Vreten Pinstripe Silver Grey, £229. Bemz covers for [NEW] Vallentuna seat module with storage in Brunna Melange Silver Grey, £159. Bemz covers for [NEW] Vallentuna back cushions in Chenille Steel Blue, £39. Bemz cushion cover in Tallyho Blue by Stig Lindberg, £29.

## **About Bemz**

Bemz is a Swedish design company that produces tailor-made covers for IKEA furniture and other home textile products. The company was founded in 2005 by Lesley Pennington. The Bemz brand philosophy is deeply rooted in Scandinavian design history. Bemz fabrics are specially selected for their high quality, natural materials and all Bemz textiles are machine washable. With a business idea based on extending the life of IKEA furniture, Bemz environmental commitment is significant. Furthermore, Bemz eliminates overproduction by only manufacturing what customers have ordered and all production takes place in Europe, its biggest market. In December 2009, Bemz opened a store at Odengatan 22, in Stockholm - a shop and showroom in one. More facts and figures on Bemz [here](#).  
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