

ray collection

PUSH THE BOUNDARIES



brunner ::

ray collection

PUSH THE BOUNDARIES

OVERCOME AND MOVE THEM.

Where are the
boundaries? Not where
they used to be.

Endless possibilities and virtually no limits – that's how you might describe the ray family genetic code in words. A chair with many faces and a distinctive character.

Designed and developed for a wide range of applications. Whether with castors and an innovative movement mechanism as an office desk chair. Or with a fixed base frame on castors for conferences. Whether as a four-legged version for canteens or restaurants. Or with a wooden frame for making the working environment cosy.

ray collection

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So similar yet so independent.

A VISIT TO THE DESIGN DUO'S STUDIO.

Jehs+Laub and ray are closely connected. Both designers are virtually the fathers of the ray family.

"We, wanted to produce a cantilever chair because we hadn't ever done one," said Jürgen Laub, recalling the birth of ray. "Cantilever chairs are actually always steel tube furniture, but we wanted this aluminium look. Something that feels good to the touch – and absolutely not another steel tube chair like those from the past 80 years."

Laub's partner/accomplice/fellow lateral thinker highlights the diversity of the object: "The basic idea was for steel tube to become aluminium. Then it would be fluid. And, in doing this, precisely the right profile arose, and so the chair virtually designs itself. The designer is not even necessary." Markus Jehs' hands copied the design process again. And they found: Both designers are just as different as they are similar. As much kindred spirits as they are autonomous.

The ray product family has now emerged from the ray cantilever chair. And the same applies to that: As similar as possible yet as independent as possible. And by no means modular. "A modular system – that's the German way," says Markus Jehs. And we know what he means: It is not how Jens or Laub, or both, think. "I have to treat each model as an individual."

For Jürgen Laub, individuality means: "We don't think in terms of a product family. We always strive to create a different chair. Always something new." And, in spite of that, or perhaps because of it, Jehs+Laub have a fairly good instinct for what works at Brunner and what doesn't. They know how to create affinity. They also know when a ray is a ray.

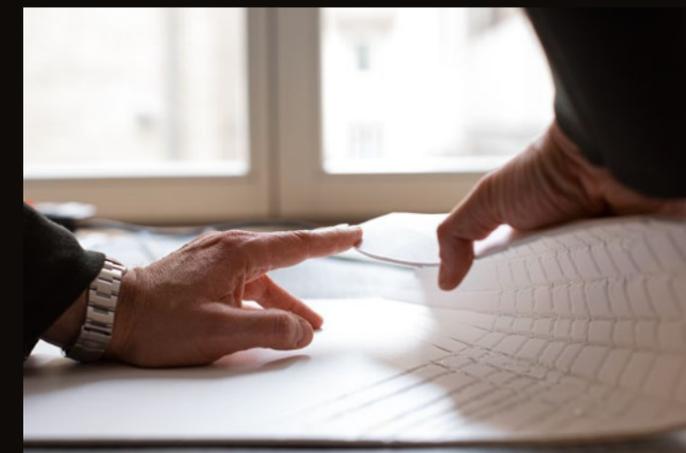
Particularly when the innovation concealed in it is outwardly invisible, according to Laub. "After all, what does an innovative chair look like?" Markus Jehs asks and goes on to answer: "Usually loud and gaudy and it gets on your nerves horrendously after 3 days." So quite the opposite of Jehs+Laub then.

"The idea is always a flash of inspiration, the implementation is always a process."



FAMILY RESEMBLANCE

Is there a genetic feature that every ray chair has? "The outline," says Jürgen Laub. "That is what ties and keeps the family together."



COLLABORATION AND COOPERATION.

A tale of doers and facilitators.

They run somewhere between design, material and geometry: the invisible and often insurmountable limits. For Claas Ratjen from Brunner's Product Design team, however, it is not about overstepping these boundaries. Instead, it's about moving them. Taking them and putting them in a different place.

Ratjen is a trained carpenter who studied wood engineering and then, as he puts it, "somehow ended up in the furniture industry." And he clearly landed in the right place.

His job description: "Making sure that beautiful designs ultimately become an affordable product. One that can be assembled easily. One that the designers also like in the end. And: one offering optimum seating comfort." One like ray. Claas Ratjen recalls the start of the ray success story: "In the beginning, there was the cantilever chair."

From the 3D designs by Jehs+Laub, Ratjen and his team built 1:1 prototypes. "We took our time with this bit until the final product looked good, not just on the computer, but in real life as well." Particularly challenging: getting the perfect proportions for the aluminium armrests. "The designers would have preferred to just design it very slimline," says Ratjen. "But it had to provide support as well."

Up to the point where physical limits are reached and there is no choice but to recognise that using aluminium alone is just not feasible. And so, it became a matter of using creativity to take a completely new approach in terms of the combination of materials: using a steel insert and the die-cast aluminium procedure. Uncharted territory for Brunner, the right move for Ratjen: "It is a matter of sailing as close as possible to the edge. That's where new concepts emerge."

"With die-cast aluminium, there is a considerable amount of freedom in terms of moulding. Something our designers, with their penchant for flowing forms, love."



It is about pushing the boundaries. Not just in theory but in the actual process.



KNOWLEDGE OF THE FEEL-GOOD FACTOR.

Ray comfort and know-how zone.

Ray is not just a comfortable seat, it is also pretty innovative.

At first glance, you don't see what is concealed by the attractive and deliberately simple seat shell. Yet just as much know-how as comfort has been applied: "With all our products, we try to do something new. Both visually and technologically," points out Claas Ratjen. After all, where there are already a hundred chairs, Brunner does not just want to make the one-hundredth. Instead, it strives to create something new.

The best example: the slatted shell of the ray low backrest. The task: to create a plastic shell that is highly stable but with a certain amount of movement. The inspiration: the slatted frame of a bed. The production process: the patented mono-sandwich procedure®. In this procedure, two materials are injected into a closed mould in one operation. One material to provide strength, and the other for comfort.

"Technologically speaking, this is almost more challenging than the armrests," says Claas Ratjen. "The fact that the end result turns out as it should and is firstly stable and secondly flexible and comfortable is anything but trivial."

This non-trivial and extraordinary aspect is what he loves so much about his job: once one design project is completed, the next challenge awaits. Along with the next boundary to be pushed. Sometimes the driving force behind this comes from the designers and sometimes from within the company. This was the case with the so-called radial-kinetic activation in the ray conference chair, which makes it possible to rock gently backwards.

"We were almost done with the design," recalls Claas Ratjen. "Then Philip Brunner came over and asked: wouldn't it be great if it had a rocker as well?" Of course that would be great was the design team's response. However, how would that actually work? And actually, it's too late now. In particular, it was too late to go back. But Philip Brunner's idea had stuck with everyone. So, a clever mechanism was developed in the smallest of spaces.

Sometimes for creators and modifiers, designers and masterminds it doesn't matter if something is technologically feasible now or not. "Fortunately," says Ratjen. "The design went well, and there was no need to hold back." And that was that. And so you see, that's how real innovation happens at Brunner.

Gleaming in black.



Happy to look on the dark side: dark chrome enriches the ray collection with a mysterious, deep shimmer that fits perfectly into upscale hotels and restaurants or the discerning business segment.

In addition to the ray collection, the fina soft conference swivel chair and the break series also excel with dark chrome and set new standards that even the automotive industry is exploiting. The durable, anthracite-coloured sheen is already adorning car interiors and exteriors. Things looking all black? In style in this case.

 A close-up, high-contrast image of a dark, reflective surface, likely a car part, showing sharp highlights and deep shadows. The surface is highly polished and reflects light in a way that emphasizes its contours and the depth of the dark chrome finish.

Darkness has never shone so bright.

Comfort.
Explained in detail.



ray

jehs+laub



**The best way to
define ergonomics.**

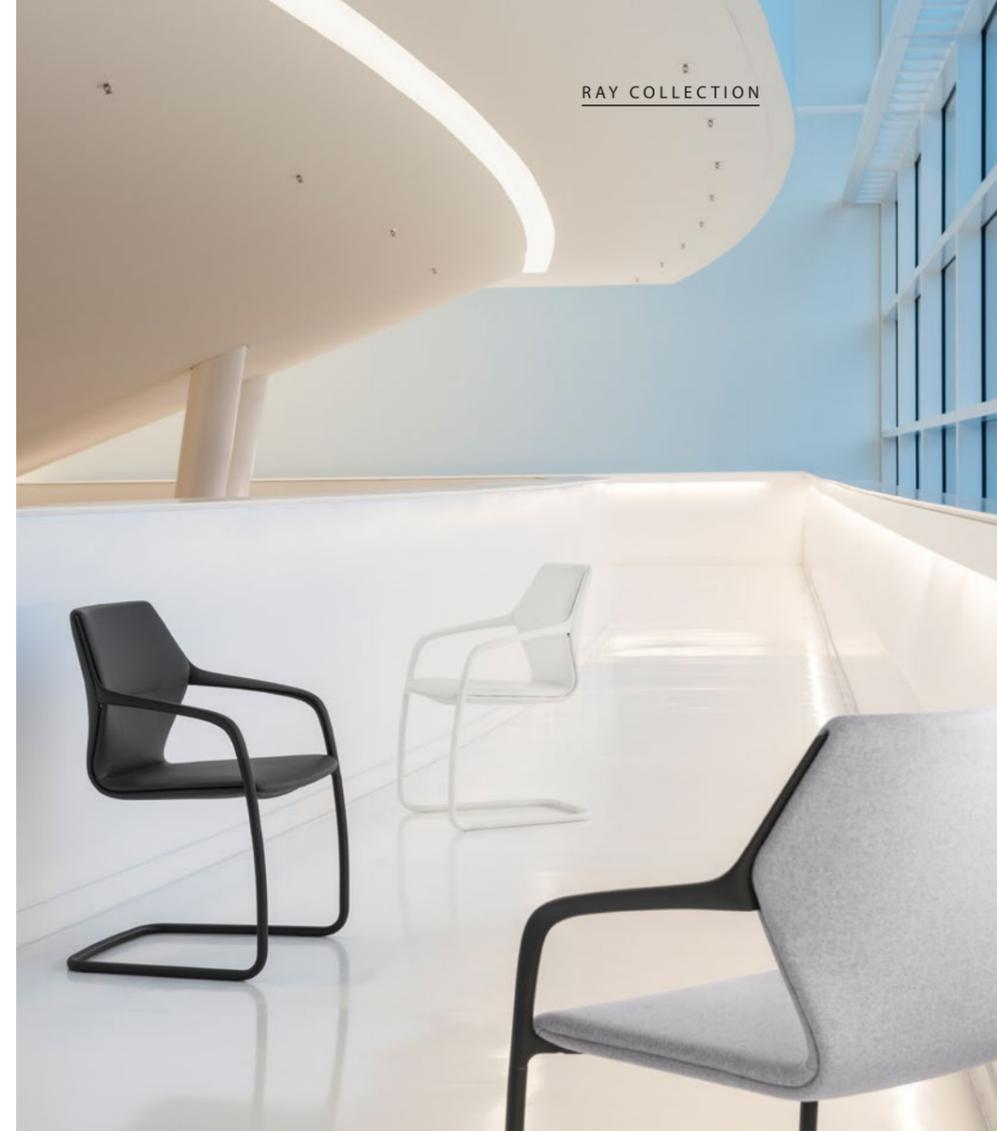
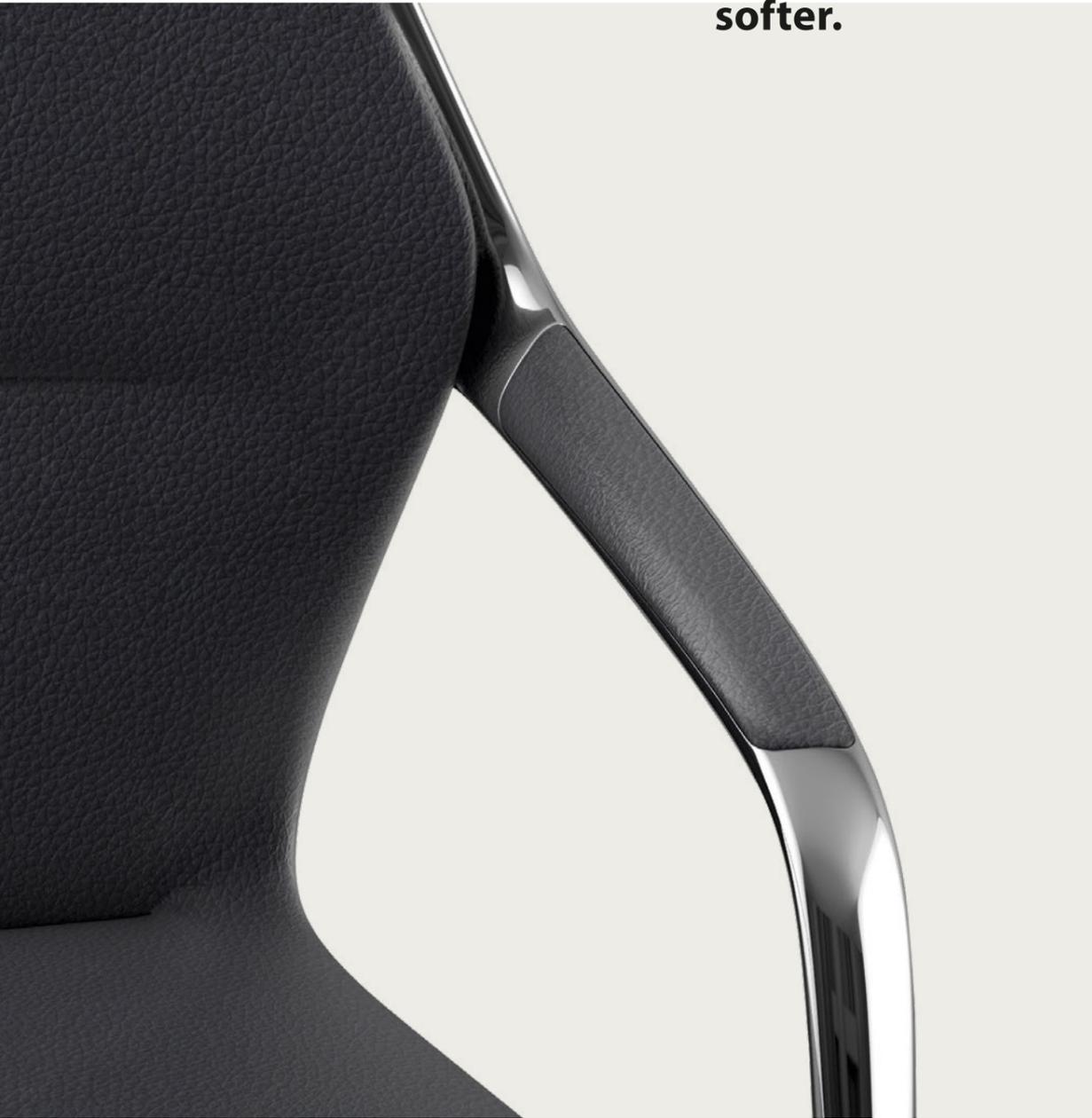


A chair says more than a thousand words: With versatile polygonal slats in the seat and back area, the ray cantilever chair sets new standards in terms of ergonomics. It is also available in either a bright chromed, dark chrome or polished finish, or with a coloured powder coating. In any event, it speaks for itself.

**By definition,
chairs have
four legs. Why?**



**The transitions
would be more fluid,
softer.**



Perfectly combined:
Aesthetics, characterised
by functional aspects.
ray is easy to stack and
easy to clean as there are
barely any seams.



We like to be comfortable.
So find out all about the ray cantilever chair here.
Scan the QR code to get started!

ray

jehs+laub



**Everyday. If you are
used to exceptional
comfort.**







The so-called radial-kinetic activation, which makes rocking possible, and the polygonal slats mean that ray offers optimum freedom of movement. The innovative conference chair combines stylish, ergonomic function with aesthetics without trying to steal the limelight.

Rocking lounge.



ray

jehs+laub



**For us, perfect ergonomics
is a mere formality.**



The top spot in the office is now reserved for the ray midback. Perfect proportions and a delicate aluminium frame give the modern central backrest an elegant look. Its special upholstery not only ensures optimum seating comfort, it also provides stylish colour contrasts. It cuts quite the figure.

ray

jehs+laub



**The following applies to chairs:
the smarter ones yield.**





Seating. Re-defined.

The conference rooms of today bring together people from all over the world. And ray brings together their needs: With individual pads, the high-quality upholstery not only ensures greater comfort, it also creates exciting colour contrasts and numerous layout options for any environment. And any back.



ray soft

jehs+laub



**Comfortable seating, because only
the negotiations should be hard.**

For fans of soft styles.





Who can say no to that? The streamlined, cushion-like, fully upholstered shell provides optimum seating comfort plus an attractive design combination you simply can't refuse. With backs of different heights and various frame types, ray soft always looks its best. Permission to relax and go weak at the knees.

ray lounge

jehs+laub



**No need to get
involved.**

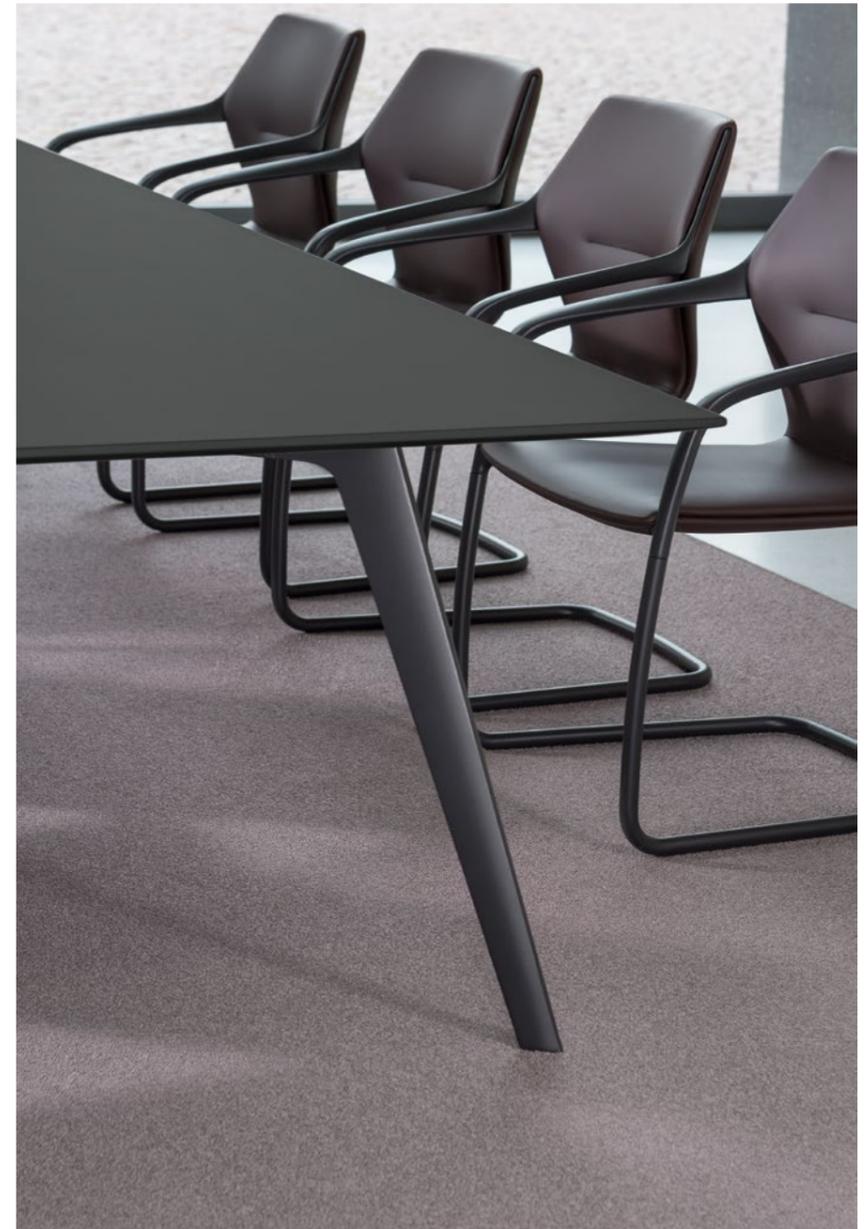


Just let yourself go: The tilted seating position and cosy, lowered chair arms on the ray lounge make for a soft landing after a hard day at work. The matching ottoman with the same striking lines ensures optimum relaxation right to the tips of your toes. So, feet up, stress levels down.



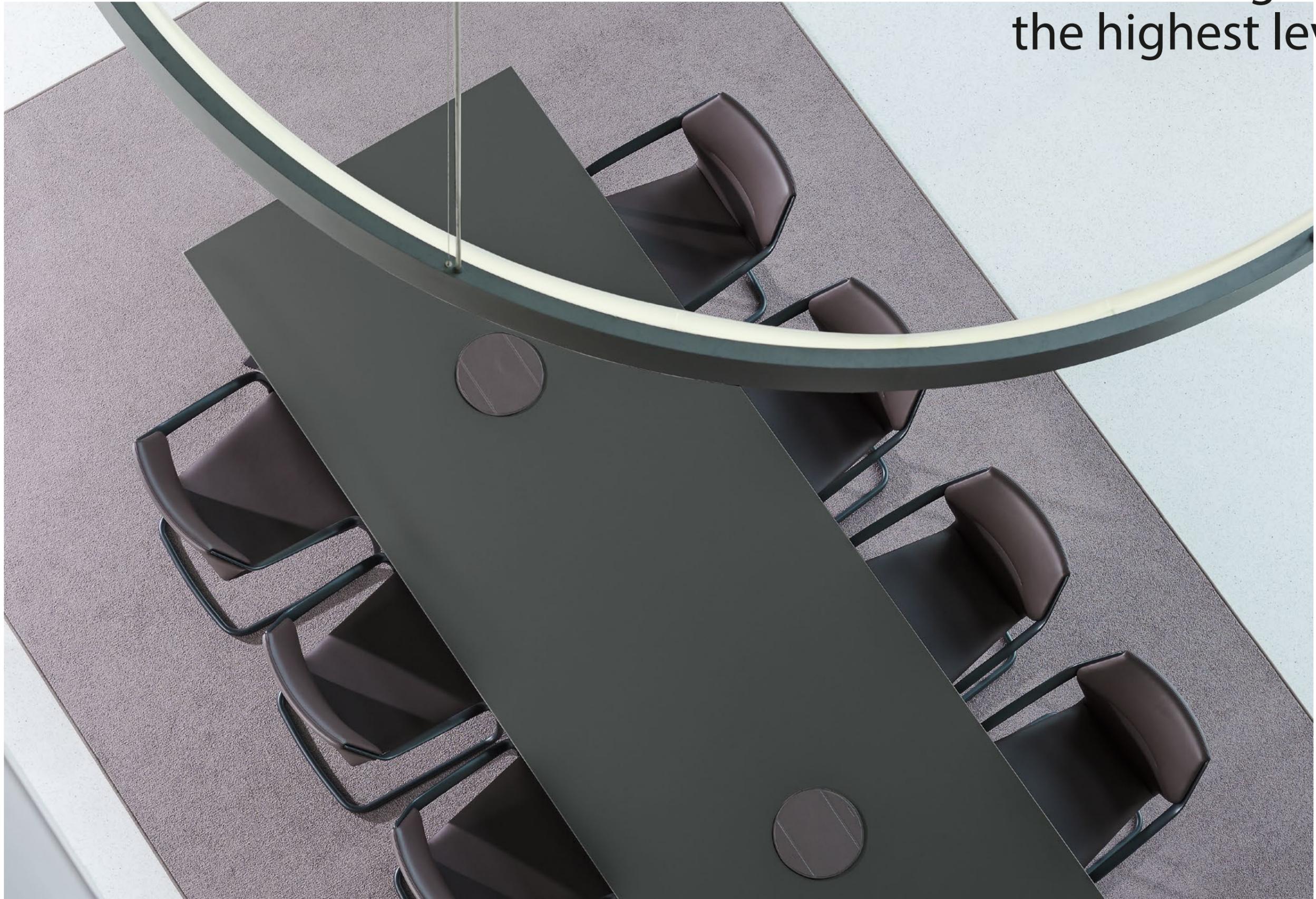
ray table

jehs+laub



The ray table system is an excellent place to get together. Whether rectangular, square, plectrum-shaped or arched, people are always closely connected here.

For meetings at
the highest level.



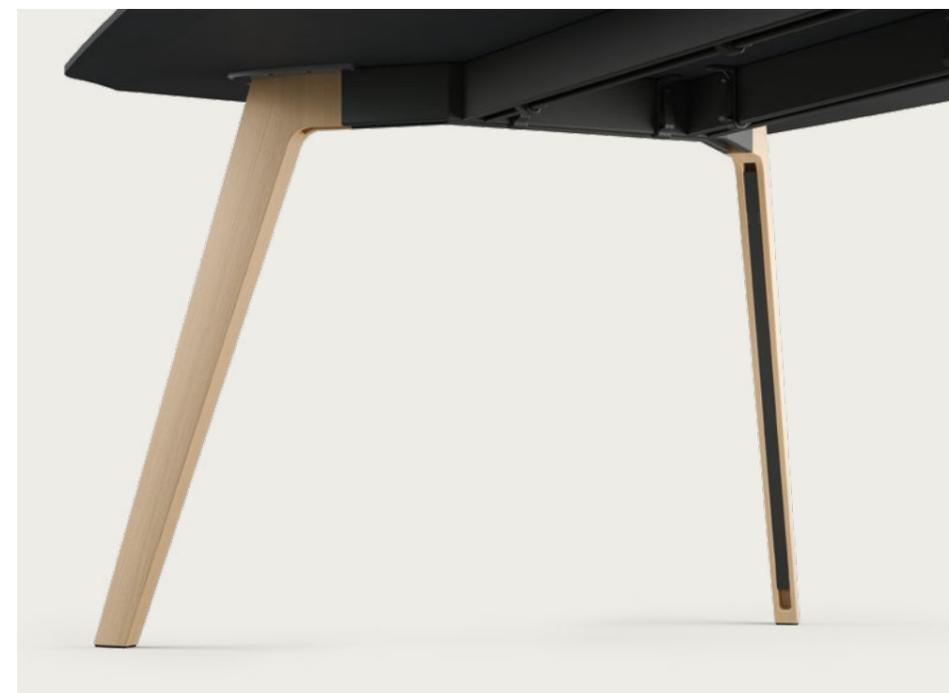


Whatever the shape: With its chromed metal frame and slimline bevelled edges, the ray table complements any meeting.



Find out all about the ray table here.
Scan the QR code to get started!

**The facts
are underneath
the table.**



There's room for everyone at the ray table. It's almost a shame that you don't even see its second feature: Its supporting structure conceals a groove for electrical connections.

This means that cables can be hidden once and for all and the integrated cable channel means you can still pull the lines medially.

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