

Take a seat while Green Furniture Concept help retailers thrive in transport hubs

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Railway stations were once the centre of activity, a great and exciting place to be and where people wanted to spend both time and money.

Green Furniture Concept is aiming to bring back that excitement when lockdown restrictions are lifted by transforming the public spaces with unique comfortable and modern seating. The aim is to create a second home and spaces people don't walk through, but want to spend time in.

Its work is already having huge benefits, with the installation of its seating at London Victoria and London Bridge stations leading to passenger satisfaction rising from 30 per cent to 80 per cent.

But the benefits go beyond just passenger satisfaction, particularly when lockdowns ease and the numbers of people using transport increases.

At Edinburgh Airport, where 1,300 Green Furniture seats were installed, passenger satisfaction didn't just increase from 52 per cent to 81 per cent, but spend in retail and on food and beverage increased by 13 per cent.

Adele Kamel, Head of Global Marketing at Green Furniture Concept, said: “We look at ourselves as being more in the experience industry rather than the furniture industry. We are putting a lot of thought in turning transport hubs into more commercial centres and community hubs, where people want to spend more time. We are working hard to make sure these spaces are a central part of the communities they serve.

“When lockdown restrictions are lifted and people are getting out and about more and wanting to meet up with family and friends, we want them to do so at transport hubs. Our furniture is proven to help drive up passenger satisfaction levels, which in turn is meaning people are wanting to spend longer in the hubs, which is also leading to an increase in retail spend.

“Nowadays some of the railways stations have so many shops that there’s no reason that they can’t become as nice and tempting to visit as a shopping mall. But as well as the shops, it needs to look attractive with places to sit and relax, and that is the role we can play at Green Furniture Concept.”

The furniture that is proving a huge hit has been created by the in-house design team at **Green Furniture Concept**. It comes with outstanding green credentials, with the company priding itself on using natural and up-cycled materials crafted in an ecologically sound way, providing stations a design and layout process.

Acclaimed designer Johan Berhin said: “We have been delighted by the feedback from passengers not just in the UK, but in Germany, France, Morocco, Austria and Italy, where we have installed furniture at stations.

“It isn’t just at railway stations where you can find our furniture, with airports, shopping malls, schools and healthcare facilities trusting us to transform their buildings and improve the visitor experience.

“Sustainability is the heart and soul of what we do. When I started out, I was shocked by how smelly furniture manufacturing was, with all its synthetic glues and coatings, and I decided that my approach would be different.

“In addition, our seats can be easily maintained. Most scratches can be covered by a natural wax, and even if there is more substantial damage, we can replace individual wooden slats, meaning that we don’t have to scrap the whole bench.”

Visit www.greenfc.com for more details.



Photo credit: Green Furniture Concept