

# GIROFLEX 313



**giroflex**  
designed to work

**PURE IN FORM  
ELEGANTLY FUNCTIONAL  
MINIMALIST TO THE MAX  
SIMPLY FIRST CLASS**







**YOU KNOW IT IS PERFECT  
WHEN THERE IS NOTHING  
LEFT TO OMIT.**





**BACK TO BASICS.**

**EFFORTLESS SITTING,  
ERGONOMIC SUPPORT.**

**FOR WHEN YOU'RE WORKING, STUDYING,  
TALKING, DESIGNING, PLAYING, PLANNING,  
OR JUST SIMPLY BEING.**

**BECAUSE LIFE'S ABOUT DOING.**

## **BECAUSE WE LOVE WHAT WE DO. AND WE DO WHAT WE LOVE.**

We're passionate about chairs. You can feel it in the air when we work on a new model: pioneering spirit floats through our offices, our production facilities and our workshops in Koblenz. Market research, design meetings, development and prototype creation may be closely guarded secrets. But there is no hiding the infectious energy and élan that pervades our enterprise. We embrace innovation – and this sits perfectly with our objective of creating the perfect chair.

The giroflex 313 is all about mobility, flexibility, and simplicity. As such, it responds to today's increasing demand for fewer rigid structures in the workplace. In every aspect – of course, bar comfort and ergonomics – the giroflex 313 has been reduced to the bare essentials. Because less is the new more.

Before a chair meets its owner, it passes through many hands. And it is these expert hands that make a tangible difference to our products. They represent our employees' vast experience and professionalism, combined with that special something: passion and commitment.









*“The smooth interaction between the customer and the product creates real value-added. The new giroflex 313 heralds the start of a usability revolution.”*

Stephan Pfeifer, Product Manager

*“The thing I like best about the giroflex 313 is that it is made from high-quality, clean-cut materials. They’re just great to work with.”*

Qani Kurtishi, Assembly Worker





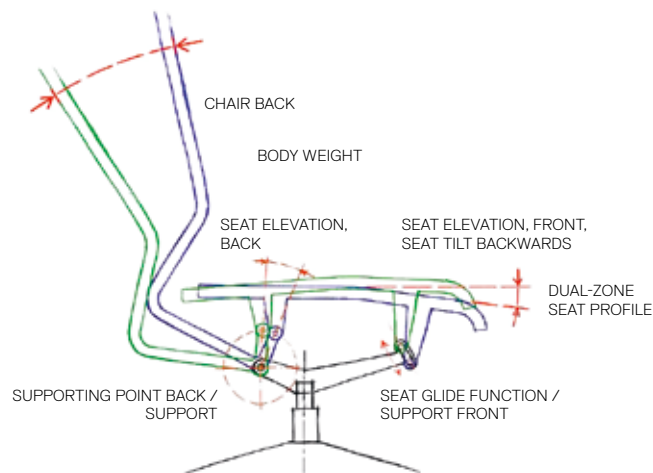


*“The giroflex 313 is the first chair on the market that uses a single platform for multiple applications. Just a few simple alterations to the configuration turn a swivel chair into a comfortable conference chair. This versatility is perfect in a world where rigid structures are dissolving. You can’t get much more cutting-edge than this.”*

René Walpen, CEO

*“In the fashion world, the cut makes all the difference. And I think the same is true for us. If the cut isn’t perfect, it can have a surprisingly negative impact on comfort. That’s why we need to be aware of the critical points. In the case of the giroflex 313, flexibility is key. We have to think in many different dimensions. I like that a lot.”*

Birsen Cavdar, Cutting Department



## THE IDEA BEHIND THE GIROFLEX 313

### MAXIMUM COMFORT, INTUITIVE SELF-ADJUSTMENT, ENHANCED SITTING

Today's working world is fluid. Boundaries are blurring, interfaces merging, and systems are losing their clear definition. We have created the giroflex 313 with these developments in mind. Based on a design platform that is reduced to the bare essentials, the chair is ideal for both desk work and conferences. All required functions are incorporated into its components.

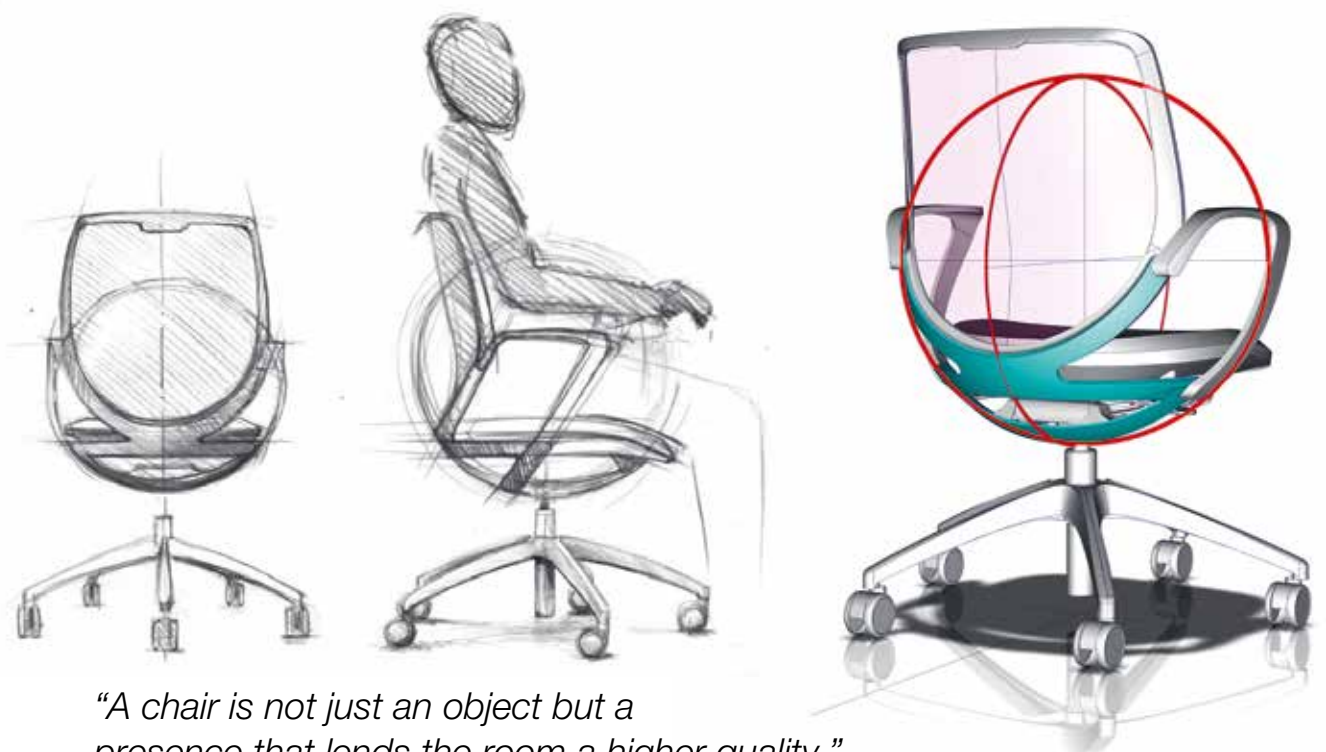
Where multiple people use the same chair, the giroflex 313 offers automatic self-adjustment while maintaining synchronisation. Our specially developed Balance Move System ensures the right results every time. The seat and back align perfectly with the user's body weight.

From the moment you sit down, the giroflex 313 offers a high level of comfort. The proven giroflex seat form is an integral part of the design and guarantees a healthy, ergonomic sitting position. The only parameters requiring manual adjustment are the seat height and the locking mechanism when the chair is in an upright position. For the most part, however, you can simply sit down and let the chair take care of the rest.



# THE IDEA BEHIND GIROFLEX 313

## PERFECTION IN FORM AND FUNCTION



*"A chair is not just an object but a presence that lends the room a higher quality."*

Paolo Fancelli, Designer

A swivel chair is not designed to stand still; rotation and movement are its key attributes. A sphere represents the ultimate freedom of movement. It is the only geometric form able to rotate limitlessly and, in doing so, it exudes elegance. Even when a sphere is altered, through cutting or hollowing, its basic geometry remains unchanged. And this is the same principle behind the giroflex 313.

This clear-cut form puts the user centre stage. The seat, back and arm rests are tailored precisely to his or her needs. The chair effortlessly embodies a sense of individuality and intuition. Its striking design draws the eye but is not overpowering. The giroflex 313 is in constant dialogue with its surroundings. It has a distinct presence but it never dominates. And it is always at one with its function.

Product design is intended to serve people and their environment. And this is particularly true for the items we encounter every day. We have embraced this philosophy to create fresh impetus and new ideas for the world around us. The result: a dynamic, active, healthy way to sit.







cradle to cradle

## RESOURCES

### ECO-FRIENDLY MATERIALS. CONTINUOUS CYCLES.

The giroflex 313 is based on a minimalist concept. Its holistic design comprises just four components that integrate all of its functions.

Keeping the number of parts to a minimum means fewer resources are used in production. Moreover, the chair is extremely easy to assemble and disassemble, and is lightweight to boot. Every aspect has been reduced to the bare essentials – apart from comfort and ergonomics, of course.

The giroflex 313 underlines how less really can mean more; all it takes is confidence and creativity.

In 2010, Giroflex adopted the eco-friendly Cradle-to-Cradle design approach, which promotes the reuse of resources in continuous 'technical' and 'biological' cycles. Moreover, the company is constantly striving to reduce energy and resource consumption. Our products are designed to last, and we use materials from a small number of local suppliers. This means less waste, a smaller carbon footprint and a positive contribution to environmental protection.

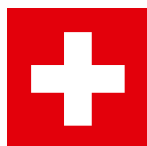
The giroflex 313 is certified under the Cradle-to-Cradle programme, underlining its commitment to sustainability. At the end of the chair's lifecycle, all materials can be recycled with no loss of quality.

# THINKING REGIONAL PRODUCTION AND SUPPLIERS QUALITY

Giroflex was established in Switzerland in 1872. The skills and expertise of our highly trained employees are concentrated in the town of Koblenz. Wherever possible, we source materials from the region, demonstrating our strong ties with the area and supporting local businesses.

An ideal mix of state-of-the-art production technologies and meticulous handwork ensures maximum precision. We manufacture as much as possible in house. Coupled with our dedicated research and development work, this ensures we meet our own exacting standards – every time. Giroflex chairs are designed for long-term, intensive use. Repairs, cleaning and maintenance are performed by our skilled service technicians at the customer site or at our plant.

Giroflex is confident that our products are of the highest quality. That is why we issue a five-year warranty covering design faults, mechanical parts and build quality. Externally sourced seat coverings, discrepancies in the colour of subsequently purchased materials and leathers, and repairs you have undertaken yourself are not included in this guarantee.



Swiss made.





reddot award 2015  
winner



**313-8539**

- Upholstered back rest
- Upholstered back shell
- Five-arm base
- Powder-coated aluminium parts
- 65 mm castors

# SWIVEL CHAIR OPTIONS

## **giroflex 313 – Swivel chair:**

available with upholstered back rest and structured back shell, or 3D spacer fabric in a wide range of colours. Upholstered back shells available on request. Back shell tilts by up to 21°. Manual back rest locking mechanism in up-right position included as standard. Seat upholstered with high-quality textile or leather covering. Height-adjustable column, chromium-plated on request.

Optional fixed plastic arm rests.

Powder-coated five-arm base, seat and backframe, with optional polished finish. Castors in black or chromium-plated. Anti-static finish available on request.

The proven giroflex form is perfectly integrated into the design. The dual-zone seat profile provides support and ensures a healthy sitting position.



### **313-4539**

- Upholstered back rest
- Five-arm base
- Powder-coated aluminium parts
- 65 mm castors



### **313-4039**

- Back shell in 3D spacer fabric
- Five-arm base
- Powder-coated aluminium parts
- 65 mm castors



### **313-8039**

- Back shell in 3D spacer fabric
- Five-arm base
- Powder-coated aluminium parts
- 65 mm castors



### **313-8539**

- Upholstered back rest
- Leather covering
- Five-arm base
- Powder-coated aluminium parts
- 65 mm chromium-plated castors



**313-8018**

- Back shell in 3D spacer fabric
- Four-arm base
- Polished aluminium parts
- 65 mm chromium-plated castors



# CONFERENCE CHAIR OPTIONS

## **giroflex 313 – Conference chair:**

available with upholstered back rest and structured back shell, or 3D spacer fabric in a wide range of colours. Upholstered back shells available on request. Back shell tilts by up to 13°, no back rest locking mechanism in upright position. Seat upholstered with high-quality textile or leather covering. Optional fixed plastic arm rests. Column chromium-plated on request, optional height adjustment and auto return.

Polished or powder-coated four-arm base, optional chromium-plated castors or glides. Powder-coated seat and backframe with optional polished finish. Anti-static finish available on request.

The dual-zone seat profile provides support and ensures a healthy sitting position. The proven giroflex form is perfectly integrated into the design.



### **313-8018**

- Back shell in 3D spacer fabric
- Four-arm base
- Polished aluminium parts
- 65 mm chromium-plated castors



### **313-8018**

- Back shell in 3D spacer fabric
- Four-arm base
- Powder-coated aluminium parts
- 65 mm castors



### **313-8518**

- Upholstered back rest
- Leather covering
- Four-arm base
- Polished aluminium parts
- Chromium-plate metal shaft glides



# TECHNICAL DATA AND DETAILS

## Swivel chairs and armchairs 5-arm aluminium base



Spacer fabric Runner		313-4039	313-8039		
Stretched comfort fabric (Step)				313-4339	
Upholstered					
<b>Supplementary extras</b>					
Polished aluminium	Base	•	•	•	
	Seat- and backframe	•	•	•	
Chromium-plated	Column	•	•	•	
	Castors with metal case	•	•	•	
Upholstered backshell	PC 1: Extreme, Flora, Step, Vinyl				
	PC 2: Alex, Granos, Pro				
	PC 3: Microtouch				
	PC 4: Leather				
	PC 6: Customer's own fabric				
Plastic glides instead castors	Metal shaft coated				
	Metal shaft chromium-plated				
Conference column	Without height adjustment (seat height 45 cm)				
– height adjustable	Seat height (39–47 cm)				
– auto return <sup>(1)</sup>	Rotation angle (seat height 44 cm)				
Antistatic finish (upholstered back) and special seat height (on demand)					
<b>Measurements in cm</b>	Seat height, loaded	39–51	39–51	39–51	
	Total height	88–101	88–101	88–101	
	Back height	45	45	45	
	Armrest height		59–71		
	Seat width	49	49	49	
	Backrest width	47	47	47	
	Total width	70	70	70	
	Seat depth	44	44	44	
Fabric requirements in cm	Seat cushion (2 sets)	58 x 140	58 x 140	58 x 140	
	Back cushion (2 sets)				
	Back shell (3 sets)				

<sup>(1)</sup> requires glides of castors



Backrest in 3D spacer fabric



Backrest stretched comfort fabric



Upholstered backrest – structured back



Upholstered backrest – covered back

**Conference chairs and armchairs**  
4-arm aluminium base



				313-4018	313-8018				
	313-8339					313-4318	313-8318		
		313-4539	313-8539					313-4518	313-8518
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	39–51	39–51	39–51	45	45	45	45	45	45
	88–101	89–102	89–102	94	94	94	94	95	95
	45	46	46	45	45	45	45	46	46
	59–71		59–71		69		69		69
	49	49	49	49	49	49	49	49	49
	47	47	47	47	47	47	47	48	48
	70	70	70	70	70	70	70	70	70
	44	44	44	44	44	44	44	44	44
	58 x 140	58 x 140	58 x 140	58 x 140	58 x 140	58 x 140	58 x 140	58 x 140	58 x 140
		63 x 140	63 x 140					63 x 140	63 x 140
		48 x 140	48 x 140					48 x 140	48 x 140



Castors, 65 mm, black



Castors, 65 mm, chromium-plated



Chromium-plate metal shaft glides



### **Switzerland**

Stoll Giroflex AG  
Bahnhofstrasse 44  
CH-5322 Koblenz  
Tel.: +41 (0) 56 267 91 11  
Fax: +41 (0) 56 267 93 93  
[info@giroflex.ch](mailto:info@giroflex.ch)

### **Germany**

Giroflex GmbH  
Schlemmersbrühlstrasse 12  
D-78187 Geisingen  
Tel.: +49 (0) 7704 9279 0  
Fax: +49 (0) 7704 9279 100  
[info@giroflex.de](mailto:info@giroflex.de)

### **Belgium**

Giroflex SA  
Rue Neerveld 109  
B-1200 Brussels  
Tel.: +32 (0) 2 761 20 20  
Fax: +32 (0) 2 771 68 70  
[info@giroflex.be](mailto:info@giroflex.be)

### **France**

Giroflex France  
Tel.: +33 (0) 800 91 72 71  
Fax: +33 (0) 800 91 72 92  
[info@giroflex.be](mailto:info@giroflex.be)

### **Netherlands**

Giroflex Nederland BV  
De Oude Molen 3a  
NL-1184 VW Ouderkerk aan de Amstel  
Tel.: +31 (0) 20 47 22 555  
Fax: +31 (0) 20 47 20 289  
[info@giroflex.nl](mailto:info@giroflex.nl)