

ROOMIE

BOOKCASE



FLEXA®



MEET ROOMIE BOOKCASE

- Storage made fun

Storage doesn't need to be boring. The new Roomie Bookcase is a full-coloured storage unit in five urban colours and two compartments. With the included wall mounting system, the bookcase can be placed on the wall in both a vertical and horizontal position – allowing children to create their own, unique storage solution by mixing colours and shapes.

Roomie is designed with rounded edges for a smooth touch and optimal safety. The lacquer is free from all hazardous substances and extremely robust. Roomie bookcase goes well with the FLEXA Dots collection and FLEXA storage boxes.

CAMPAIGN “STORAGE MADE FUN”

On Monday 6th of December 2021, we launch “Storage made Fun” – a campaign to promote Roomie. Campaign elements will highlight how the Roomie bookcase is great for storing and displaying everything from children's toys to books, stacks of clothes, and more. Campaign messages will also focus on what children get from using Roomie: they learn to be tidy, independent, and confident that they can go find their things without asking for help. With this material, you should have everything you need for promoting Roomie in your store and on social media.

UNIQUE SELLING POINTS

Full-coloured bookcases
in a Nordic design



Urban colours and
rounded edges



Easy to match with other
FLEXA collections



Made from FSC™ certified
MDF and HDF



Designed in Denmark





Natural Green
W: 72 H: 34,5 D: 34,5
81-26206-132



Blush
W: 72 H: 34,5 D: 34,5
81-26206-120



Mustard
W: 72 H: 34,5 D: 34,5
81-26206-110

ROOMIE BOOKCASE STORAGE MADE FUN



Deep Green
W: 72 H: 34,5 D: 34,5
81-26206-130



White
W: 72 H: 34,5 D: 34,5
81-26206-40



THE LAUNCH MATERIAL INCLUDES

- Renderings
- Images
- Video
- A4 signs
- Colour samples:
Item number: 91-1403

[DOWNLOAD MATERIAL](#)

