

Convertible shelving system for easy room design and flexible moves

'Blendend' shelving system – Mobile solid wood shelving with interchangeable sliding panels

German company halblang recently launched its Blendend convertible shelving system, which is changing the way people organise their spaces and experience their moves. It is the first furniture concept developed by halblang and combines traditional craftsmanship with a modern system. The young company has set itself the goal of creating high-quality furniture that is characterised by flexibility, aesthetics and quality. The result is a shelving family that is not only functional, but also offers unique design possibilities.

„Anyone who has to move house frequently often faces a problem when buying furniture,“ says Sarah Frister, co-founder of halblang, „Either you buy cheap furniture, but due to its poor quality, it quickly breaks or develops flaws after repeated assembly and disassembly. This means you have to buy new furniture every time you move. Or you can invest in high-quality furniture, which is usually quite massive and bulky. The former is not sustainable and the latter is impractical. Our aim was therefore to develop a family of furniture that is sustainable, robust and at the same time mobile and versatile, so that it can accompany its owner through life for a long time. „

This resulted in the 'Blendend' furniture system, which combines the advantages of sustainable, regionally manufactured furniture with the functional range of system furniture. With the convertible shelving system, halblang offers an innovative solution for those who value customisable furniture. Blendend is available in various sizes, from lowboards to partitions, to meet the individual requirements of any room. Made from high quality solid wood, it epitomises German craftsmanship and durability.

What makes the shelving system so special are the interchangeable panels. These allow users to change the appearance of the shelving system as they wish and thus express their individual style. Whether modern, minimalist or natural – the furniture adapts to the preferences and needs of the user and enables flexible room design.

In addition to its aesthetic versatility, the shelving system also offers practical advantages when moving house. Thanks to its intelligent design, it can be easily dismantled into a flat pack size, which not only saves CO2 during transport and deliveries, but also makes moving easier for the end consumer. Especially as the shelving can be dismantled and reassembled at a new location in no time at all, without the need for tools. This mobility gives users the freedom to take their home with them wherever they go.

The company also attaches great importance to keeping delivery routes as short as possible. The furniture is manufactured regionally in small factories in Germany. The wood comes from Europe. Solid ash wood is used to ensure that the furniture is as robust and durable as possible. Solid wood makes it much easier to repair small imperfections or scratches than chipboard, for example. The system consists of individual parts that are easy to replace if something does break.

The Blendend shelving system from halblang offers a fresh and innovative alternative for living spaces, offices, hotels or restaurants. It is the perfect choice for those looking for high-quality solid wood furniture that can be flexibly customised. It is a shelving family that is not only functional, but also allows customers to express their creativity and individuality and customise their home to their liking. With Blendend, interior design becomes an exciting and effortless experience.

About us

The brand „halblang“ was founded in 2022 by designers Sarah Frister and Paul Streicher in Lichtenfels, Bavaria. Since then, we develop and produce furniture and furnishings together with manufacturers from the region and sell them through our online store.

Our products should not only decorate rooms, but also convey a message: Give yourself a break, enjoy life and create an environment of relaxation and recreation.

Website www.halblang.eu/en/

Contact Sarah Frister | t +49 15150780925 | sarah@halblang.eu

High-resolution images and further information can be found at: www.halblang.eu/en/presse

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