

PRESSRELEASE

Swedish designer ceilings enhance sound environments the world over

U.S. Capitol Building in Washington DC. City mosque in Qatar. Audi's showroom in Le Mans. Swedish Fellert has made a remarkable and rapid transformation from a supplier of basic construction materials into the darling of architects in less than a decade. The company offers an environmentally friendly and seamless ceiling system with considerable flexibility when it comes to form and color, and with unique sound-dampening characteristics. Although the company is based in Sweden, the focus is on export with an ever-expanding distributor network primarily in Asia, Europe and North America. The future's major architectural challenge is namely acoustical quality.

“Fellert is prescribed when the requirements for esthetics and acoustics are especially high,” says Fellert CEO Michael Rosenberg. “You’ll therefore often find our ceilings in museums, churches, art galleries and other public environments of dignity. On the other hand, all interior environments are typical Fellert environments – especially in modern architecture where hard materials such as stone, tile, glass, concrete and plaster complicate the acoustical environment. Just take all those airport terminals where you can barely hear what is being said over the speaker systems, or the typical open plan office with all its background noise. Poor acoustical environments can be disastrous – both for safety and for people’s health.”

Fellert’s solutions are based on the same technology as bullet-proof vests. The result is a very strong, extremely flexible acoustical system – strong enough to walk on and that can be easily cleaned or repaired with an integrated reactivation technology. The ceiling solutions are available in several types of surface finish and in any color. Fellert’s system is based entirely on natural raw materials and is therefore an excellent environmental choice that generates points per the LEED system. All development activities – for products as well as business – are conducted in Borås, Sweden.



“We live and work in an entrepreneurially strong and design-driven region, and the city’s roots in the textile industry are reflected in Fellert’s solutions and products,” says Michael Rosenberg. “All of our installation technicians are trained and certified here, regardless of whether they work in Abu Dhabi or Reykjavik. This is also where we do all of our product development and we work literally next door to our test lab. We like the opportunity to be able to quickly test new ideas and this doesn’t work if production is on the other side of the globe.”

The company’s expansion plans are bold. Within a five-year period, Fellert’s plans call for representatives on all the world’s continents and annual sales corresponding to four times more square meters than is the case today. New legislative proposals and construction standards – and not the least an awakening within leading architectural circles regarding attractive ceilings and quality in acoustical environments – have convinced Fellert’s management that if anything, the goals are too modest.

“All ceilings available on the market have internal limitations, often for areas as small as 150 square meters. Who says that a ceiling always has to be white, flat and rectangular? We favor the opposite approach. Ceilings are all too important as decorative components to be relegated to standard solutions,” says Michael Rosenberg in closing.

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Fellert Acoustical Ceilings AB is a Swedish company that in record time, has evolved from a traditional building supply firm into an internationally renowned company with the emphasis on design, and with distributors in Europe, the Middle East, North America and Asia. Feller manufactures innovative acoustical solutions for ceilings and walls for public environments with market leading technology and green properties.

