

Expand Your Living Space

Target Audience: Students 20-30+ couples

Video: Aslak - Target audience 20-30 couples 1920x1080.mp4

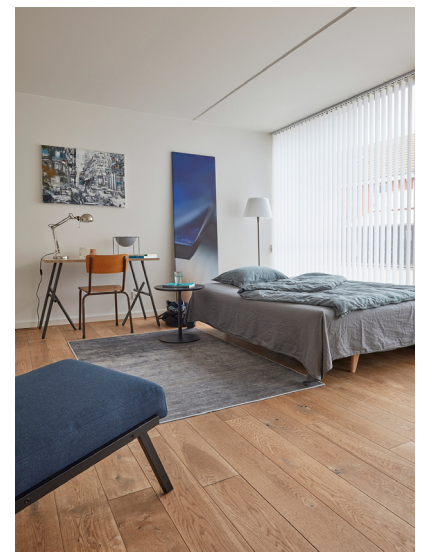
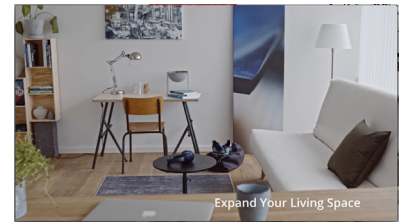
Social Media suggestion:

FACEBOOK: Ads and organic posts with video and images in horizontal direction.

INSTAGRAM: Ads and organic posts with video and images in vertical direction.

Text: Suggestion below. Adapt for local adjustments and Key Selling Points. Call-to-action for dealer is own website.

#hashtags - make local adjustments but always include #innovationliving



Everyday bed, main sofa, or occasional guest bed? Your decision

If you find yourself in a compact living arrangement short on space, combining sofa and bed into a single piece of furniture could be the solution. Aslak can be utilized as either a 140 x 200 cm bed space or as a sofa to relax comfortably with your roommates or your partner. As a truly multifunctional sofa bed, Aslak offers a unique four-step head elevation and a comfortable choice of mattresses, fabrics, and cover stylings. Aslak is designed so the mattress and cover can be renewed if needed. The frame is made for disassembly and reused, and we offer lifetime warranty on Aslak's gears and wooden slats. It prolongs the products lifetime and reduces the furniture's environmental impact. Tailor your Aslak sofa bed on our website via the visualization tool and explore the options that best suit your needs.

CTA Link - <https://www.innovationliving.com/products/by-type/sofa-beds/product-details/aslak-140-sofa-bed-nordic-cover-soft-spring?fabric=531-Boucl%C3%A9-Off-White>

#innovationliving #expandyourlivingspace #multifunctional #danish #design #studenthome #danishdesign #livingroom #sofabed #sofa #bed #oneroomliving #multipurpose

Expand Your Living Space

Target Audience: Students 20-30+ couples

Video: Idun - Target audience 20-30 couples 1920x1080.mp4

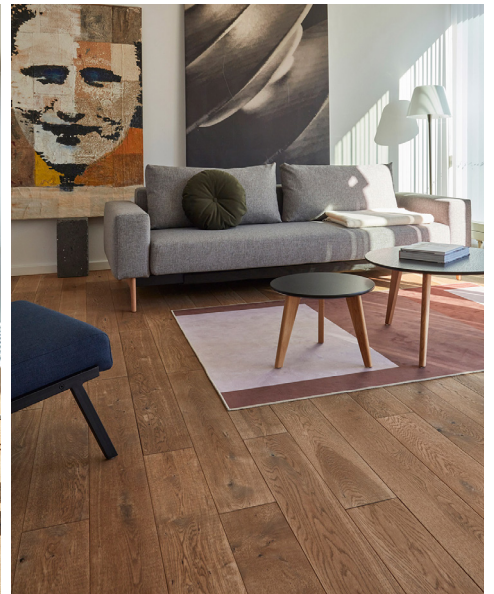
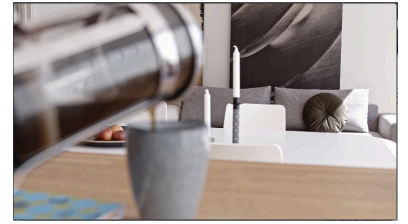
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More options – more comfort

The Idun sofa bed enables you to live comfortably in compact living settings. Lie back and recharge. Use Idun as your main sofa and utilize it as a cozy hub to hang out with friends and family. Idun is a stylish design and comfortable sofa, perfect for late night lounging after a lovely dinner. The Idun sofa bed ensure you always have a 140 x 200 cm bed available for spontaneous overnight stays. Explore Idun and other of our sofa bed designs on our website where you can select fabrics and showcase the entire sofa via our 360° product view.

CTA Link - <https://www.innovationliving.com/products/by-type/sofa-beds/product-details/idun-sofa-bed-3?fabric=521-Mixed-Dance-Grey>

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Target Audience: Retargeting - text are more product oriented

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Video: Idun - Target audience 20-30 couples 1920x1080.mp4

Social Media suggestion:

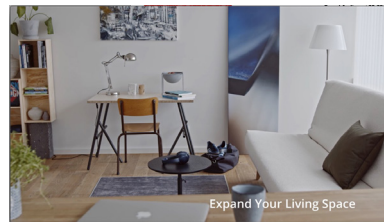
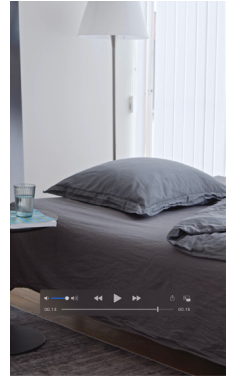
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Product: Aslak 140

Bed and sofa – Multifunction that expands your living space

When choosing the Aslak sofa bed you do not compromise on comfort, design, and choice of materials. A multifunctional design with two settings in sofa position and 140 x 200 cm bed space when laid flat. Aslak features a four-step head elevation in bed position, allowing for personal comfort. Further, Aslak has a small bedding box under the seat to store beddings and cushions. As comfort is subjective, the handmade mattress is available in several comforts, allowing you to choose your desired comfort. Should you want to renew your Aslak sofa, a new mattress or merely a new, removable cover can be purchased to refresh the look. The intelligent design is sustainable as all parts can be maintained or replaced.

< CTA Link to product >



Product: Idun

Function and aesthetics go hand in hand

At the first glance, Idun is a sofa inspired by Nordic design. Idun's elegant design and timeless aesthetics with wide armrests and light oak legs all pay homage to Scandinavian furniture design. Yet, Idun is much more than a stunning design piece – it is functional. Idun easily transforms into a sofa bed via two simple steps. Slide out the base and adjust the metal legs, then drop down the back rest and you have completed the conversion from sofa to a 140 x 200 cm double bed. A pocket sprung base fit on a metal frame makes Idun very durable. Below the base is an easily accessible bedding box where beddings can be stored. Visit our website to see more pictures and a video of Idun.

< CTA Link to product >

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