Corporate Profile
Great Products make Great Spaces
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Our Story
Proven products that go the distance, bringing spaces to life

It takes many ingredients to build great environments, but sitting at the heart are the things you put into them, the springboards for everything else that happens and that’s where we come in.

For almost 70 years, Sebel have sweat the small stuff to ensure customers have the best products that do the job and go the distance.

Our products are designed to perform and provide lasting value for generations to come. That’s why we are one of Australia’s most recognised B2B furniture brands in Australia and across the globe.

We are brilliant furniture engineers known for our cleverly designed and well-engineered furniture products. Perfect for many environments, our products are popular in schools, universities, councils, churches, leisure centres, lecture halls, prisons, stadiums... the list goes on.

Proudly Australian-made, most of our products are made in our Sydney factory. Come and visit us and you’ll see the care and craftsmanship that goes into creating our iconic products that have been loved for decades.

Harry Sebel was an engineering genius, perfectionist and pioneer.
A true innovator, he was the first to produce monobloc plastic moulded chairs, selling millions around the world.

A rich history built on a foundation of innovation and invention

Harry Sebel’s story began with the production of Mobo toys and a new metal furniture range based around the innovative Stak-a-Bye chair. Hugely successful, many of his toys are sought-after collectibles today, with the most popular being the Mobo BRONCO, ride-on horse.

Known for being inventive and innovative, Harry was always looking to the future for the next big opportunity. In 1951, Harry moved to Australia to start his quest in Australian manufacturing. It is here, where Harry made his name as a pioneer of plastic chair moulding, selling millions of his chairs around the globe. Known for their perfect balance of function, form and affordability, we still produce thousands of these iconic chairs today.

For almost 70 years, we have maintained a genuine Australian manufacturing culture and continued to introduce many innovative furniture products. From being the first to replace wooden chairs in schools with Polypropylene, to classic ergonomic and timeless designs that are still popular as ever decades later.

Today, Sebel is owned by an AUS/NZ company called Resero who believe that great businesses are built by great people, and as such the Harry Sebel spirit is still very much alive today as we focus on making the best purpose built furniture with the latest ergonomics that’s functional and built to last.

When you buy Sebel, you are investing in your customers, students and staff, ensuring they will benefit through features that have been designed and refined over many decades.

A true innovator, he was the first to produce monobloc plastic moulded chairs, selling millions around the world.

BRINGING SPACES TO LIFE
Our People

We are brilliant furniture engineers steeped in passion, pride and talent

We are a family owned business that believes great businesses are built by great people. Our talented team are passionate and over the decades have built a reputation of being brilliant furniture engineers of cleverly designed and well-engineered furniture products.

We believe that when bringing products into the world, they should be timeless pieces that will perform for you over several generations. That’s why you won’t find thin moulding or inferior materials here. We proudly engineer our products to the highest standard so that you get high performing furniture that can be loved not just by you but perhaps your grandchildren too.

We love what we do, it’s in our bones. Our family of over 100 staff are spread across Australia, New Zealand and Hong Kong. We enjoy the benefit of retaining our best employees with many of our people being with us for decades. As a result, we proudly hold a collective workplace experience of over 1,000 years in researching, designing and manufacturing iconic durable products. A mix of young and experienced, we have the perfect blend of fresh perspectives, ideas and enthusiasm mixed with deep rooted knowledge and wisdom.

We take pride in being an integral part of the Australian Furniture industry and have been on the board of AFRDI as well as a member of the Australian Standards Committee for Furniture for over 30 years.

Our sales team is spread across the globe to connect with our customers world-wide. Our head office is in Sydney and is home to our design, marketing, finance, IT, customer service, supply, our world-class plastic manufacturing facility as well as our very own NATA certified testing laboratory.
Our Quality Commitment

At Sebel, we take quality production very seriously. Proudly over-engineered, you’ll find no thin moulding or cheap plastics here.

With Sebel you get a lot more than the chairs or tables you actually receive. It’s because of the research, development and rigorous testing we employ across every Sebel product before it is released into the market.

We are so serious that we have our very own independent NATA certified testing facility. It is only by the use of this testing equipment to stress-test all furniture components, that we can be absolutely confident that what we make and sell meet all domestic and international standards for strength and durability, giving the long-term service to which all our customers are entitled.

You can be sure that all of our products are tried and tested to survive the toughest of environments.

We also hold certificates for various global quality standards, including:

- NATA World Recognised Accreditation
- ISO 9001 Quality Management System as a quality accredited manufacturer
- ISO 14001 Environmental Management Systems Certification

Our Expertise

We do our homework before we design

Research has always guided our product design. It’s no good ‘having a hunch’ – we’re regularly talking to our customers, end users and partners to understand where the issues are and what the goals look like, here and around the world.

Environments change; our commitment to proven products that go the distance is constant. Sebel products are built to be robust, comfortable, good looking and functional – they’re also designed for maximum flexibility and multi-modal applications.

We’re constantly listening, learning and understanding where the issues are and what the learning goals look like. Sebel products provide lasting value because we understand the changing environment in which they work and design our products around those insights.
We are the pioneers of plastic furniture moulding

We introduced the first ever monobloc plastic moulded chair, and for almost 70 years we have remained leaders in plastics manufacturing.

Based in Sydney, our world class manufacturing facilities adopt best practice lean methodologies making us one of the most efficient producers of high-quality products. Our factory includes advanced plastic injection moulding machines as well as an upholstery facility and assembly department making lounges, soft furnishings, tables and desks.

Our manufacturing facilities are ISO 14001 certified, requiring that we reduce harmful effects on the environment and achieve ongoing improvements in environmental performance. We have developed initiatives and practices that are part of our ongoing mission to conserve energy and water, reduce waste, and increase use of recycled content.

We are committed to responsible product design and understanding the materials that go into our products. We actively work with our supply chain to choose the right raw materials and eliminate those that have potential impacts on human and environmental health. Wherever possible, we use materials made with a high percentage of recycled content, as well as renewable materials.

Good product design and choosing the right materials ensures our products are desirable and last for generations to come. At the end of their very long life, they can also be ground down and recycled for use in components of our other products.

Superior products matched with superior service and project management

When it comes to high performing, built to last products, Sebel is unrivalled. Our design philosophy and extensive project experience ensures projects are hassle-free from start to finish, and gives the best cost of life for projects.

We have managed major fitouts and construction projects all around the globe and delivered them on time and in full with the highest level of quality. We have extensive project experience including the iconic Gabba and Suncorp Stadia, the main Sydney Olympic Stadium, through to multi-site secondary schools, university and hospital projects such as the Fiona Stanley Hospital in Perth.

This has allowed us to develop proven project management methodologies, reducing risk and ensuring on time project completion.
Our Customers

For almost 70 years, our furniture has been a favourite across thousands of schools, churches, sports grounds, leisure centres, councils...you name it, we’ve provided furniture for it!

Education

It takes many ingredients to create the ultimate learning space, one that stirs creativity and encourages collaboration. A space where students are excited to learn, and teachers are inspired to teach.

We’ve collaborated with thousands of educators, leaders, principals, students and other stakeholders so we know it’s not enough that our furniture is well researched and made to the highest quality – it also needs to be designed with flexibility and modularity in mind and support transitions between various modes of learning and allow spaces to transform quickly and easily.

Government

As an iconic Australian manufacturer, we have worked closely with the Australian Government and beyond to support safe, healthy, happy and active communities.

We work alongside hundreds of local councils, providing them with purpose-built furniture for their various indoor and outdoor public spaces including leisure centres, sports grounds, public libraries and community halls.

In addition, our plastic chairs are unrivalled in strength and durability, resulting in millions sold to institutional facilities and prisons in Australia, United States and across the globe.

Health

For almost 70 years, we have been researching, designing and manufacturing Australian made healthcare furniture.

Known for our iconic designs and quality products, we have sold to hundreds of health organisations in Australia and across the globe. Our furniture is comfortable rather than clinical yet offers practicality and functionality. Designed for intensive use applications, infection control, bariatric loads and ease of service and maintenance, our chairs have been a popular choice for hospitals, medical centres, aged care facilities, testing clinics, waiting rooms, staff rooms and training rooms for decades.

We work with schools, universities, TAFEs and adult education providers to create furniture that is functional, durable, safe, ergonomic, agile and provides lasting value.
Leisure
Proven products for active, fun and healthy communities.
We’ve been providing Australian-made, high performing and UV-stabilised chairs to leisure centres, resorts, sports centres and recreational facilities for decades.

Proudly over-engineered to be ultra-durable, yet seriously comfortable, our chairs are timeless pieces that look great, making them a popular choice in any indoor or outdoor space.

Hospitality, Stadia and Auditorium Venues
The ultimate in mass seating, spectator and auditorium seating, bringing spaces to life.

Award winning products, providing the ultimate in comfort and durability for stadiums, theatres and auditoriums worldwide. From convention centres and function room seating to lecture theatres, indoor and outdoor stadiums and arenas, we have close to 70 years’ experience in project managing, supplying and installing mass seating furniture that is built to last and meet the very specific requirements of hospitality venues. We have purpose-built furniture for all loose and fixed seating requirements, from general admission right up to VIP seating.

We are proud to have our seating featured in some of Australia’s most iconic entertainment venues and prestigious educational facilities including Sydney Cricket Ground, Adelaide Oval, National Convention Centre, University of Sydney and Sydney Olympic Park, just to name a few.

Religious
Proven products that go the distance, bringing people together with comfort and support.

For over 60 years, Sebel has been a popular choice for religious groups across Australia and the globe. Our high performing chairs and auditorium seating products bring people together, providing support and comfort during church services and functions. Our customers have been repeat purchasing our furniture for decades with millions of our chairs being used daily by the community during their gatherings. Our products are designed to perform. They provide lasting value, serious comfort and support for all shapes and sizes making them the most popular chair when bringing people together.
Our Products

We have a rich history of iconic and timeless product designs.

Our iconic, long lasting, fit-for-purpose products will perform in any environment for generations to come. Here’s a very small selection of some of our most iconic and popular designs over the decades.

1953 - Stak-A-Bye
The first chair that was produced at the Sebel factory. Made from pressed metal, it was a great example of early industrial design.

1966 - Furey
Charles Furey designed the iconic polypropylene stacking chair 'Furey'.

1973 - Hobnob*
(Still popular today!)
The enduring and iconic Furey designed 'Hobnob' was introduced into clubs and hotels.

1953

1973 – Integra*
(Still popular today!)
World's first one-piece moulded plastic chair was invented. Still in production. Over 4 million Integra's sold worldwide.

1985 – Encore*
(Still popular today!)
Sydney Entertainment Centre introduced Sebel's Encore seating.

1986 – Progress*
(Most popular community and venues chair – still popular today!)
Progress still remains one of our top selling products, particularly with religious groups, councils and community groups around the world.

1988 – Sunlounge*
(Still popular today!)
Iconic Sebel sunlounge popular with hundreds of resorts and adventure parks worldwide.

1973
1985
1966
1986
1988

1995 – Postura Classic*
(World’s most copied school chair – still popular today!)
The hugely popular Postura launched. Over 7.7 million Posturas sold worldwide.

2000 – Podium*
(Award winning design, still popular today!)
Our Podium was custom designed and manufactured for the Sydney 2000 Olympics.

1995
2000

2010 – Big Softie range
(Still popular today!)
Our cleverly designed modular ottomans work together in a system of pieces offering the ultimate in flexibility and modularity. Popular choice for schools, universities, libraries and councils.

2014 – Postura MAX
(Still popular today!)
The next generation Postura launched to the market in 2014 featuring design patented comfort and additional features to the classic. Hundreds of thousands sold into schools in Australia and across the globe each year.

2014

NOW – New Products under Development
Innovation is in our blood with new cleverly designed products launching to market every year!

NOW

We have hundreds of high-quality and Australian made products available in our portfolio today.

Innovation is in our blood with new cleverly designed products launching to market every year!
Our Community Responsibility

Being a responsible corporate citizen is seriously important to us

We wake each day thinking about how we can provide lasting value to our customers, employees, partners, communities, and the environment. We are focused on the below initiatives:

Supporting local community
For almost 70 years, we have been an integral part of the Australian Furniture industry, proudly supporting local manufacturing and Australian jobs. We have a family of over 100 staff and enjoy the benefit of retaining our best employees with many of our people being with us for decades.

Caring for our people
As a family-owned business, the health and well-being of our people is our highest priority. We take every precaution to protect their health, safety and wellness, and as a result our health and safety records are considered to be first class in the industry.

Creating engaging learning environments for children of all ages
For decades, we have been helping create ultimate learning spaces. Spaces that stir creativity and encourage collaboration, where students are excited to learn, and teachers are inspired to teach. We love encouraging curious minds and providing the spaces for them to prosper and grow to their full potential.

For many years, we proudly supported programs such as STANSW Young Scientist Awards, as well as shared our passion for great furniture design and manufacturing by opening our factory and design studio to many schools and their students.

Operating in a socially responsible way
We are making conscious commitments to improving our environmental impact across all areas of the business, from plastic recycling efforts and product lifecycle programs, to environmental accreditation initiatives and material selection.

Environmental management accreditation
Our manufacturing facilities are ISO 14001 certified, requiring that we reduce harmful effects on the environment and achieve ongoing improvements in environmental performance. We have developed initiatives and practices that are part of our ongoing mission to conserve energy and water, reduce waste, and increase use of recycled content.

Product design and materials
We are committed to responsible product design and understanding the materials that go into our products. We actively work with our supply chain to choose the right raw materials and eliminate those that have potential impacts on human and environmental health. Whenever possible, we use materials made with a high percentage of recycled content, as well as renewable materials.

Product lifecycle
Our products are designed to have a longer product life and are recyclable. Good product design and choosing the right materials ensures product longevity, making them desirable as well as last for generations to come. At the end of their very long life, they can also be ground down and recycled for use in components of our various products.
Give our team a call today

Our talented team are here to help you select the right furniture for your spaces, within your budget and to your requirements. We're very proud of our products and we're always happy to have a chat about what might work best for you.

We have loads of customer driven ideas and insights that you can tweak and play around with to make your own ideal spaces.

We’d love to share our insights and help you make your spaces great.

1300 664 732
sales@sebelfurniture.com