

See
below

It's been over 75 years since we first began making chairs. A lot has happened but some things remain the same.

Made in Australia.

Innovative Design.

Durable Quality.

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Our History

Supporting Australians for 75 years

Pictured:

Maitre De Chair.
C. Late 70s early 80s



Unapologetically Australian.

**You might not know us.
But your bottom sure does.**

We've supported Australians since 1951 with our innovative chairs and furniture designs. We don't like to brag, but our chairs are so famous they put them in museums like the Powerhouse in Sydney. But it's ok if you don't know us.

Once you do, you'll see us everywhere.

Your dad probably sat in one of our chairs in the waiting room as you were brought into the world. You probably learned a fair bit of what you know sitting on our classrooms chairs. Those ergonomically perfect chairs that put you to sleep during a councilors speech in a town hall. That's probably us too.

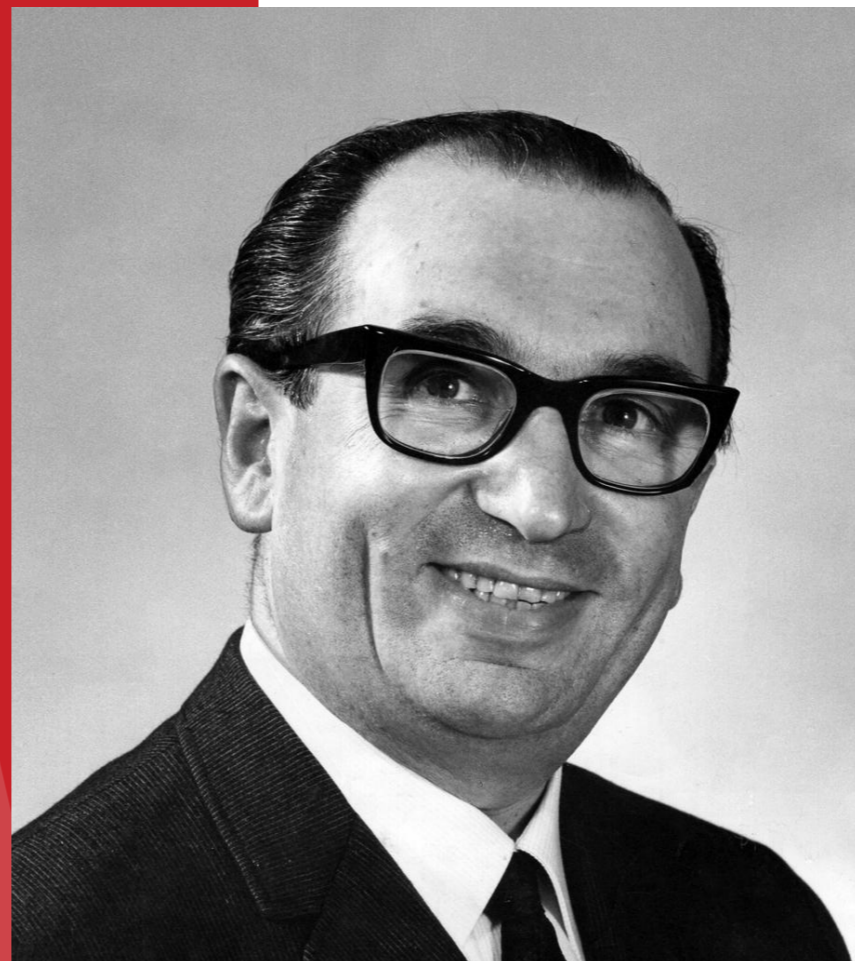
And sure, now that you know us you might want a break from us at times; we totally get it. You might want to catch a game at Suncorp Stadium or a match at Sydney Cricket Ground. But sorry to break it to you, we're everywhere. Hospitals, auditoriums, and even prisons.

And through all of this, we've done one thing and done it well. Supported Australians, unapologetically.



The legend starts in

'57



When Harry Sebel left England and landed in Australia. Soon after his arrival he was producing the well-known Mobo toys, and a new furniture range based around the innovative Stak-a-Bye chair. Within a few short years Harry made his mark in his newly adopted country.

A true inventor, pioneering plastic chair moulding during those years, he turned furniture design on its head. With a perfect balance of form, function, and affordability, Harry made great design and quality furniture available to everyone and millions of his iconic chairs were bought and loved around the globe.

He was so successful, that in the late 60s, the decision was made to drop the toy side of the business and focus on the ever-evolving furniture range.

Harry was an engineering genius, and in 1974, he transformed seating by becoming the first manufacturer in the world to produce a monobloc plastic moulded chair known as the Integra. Designed by Charles Furey & Associates for Sebel, the Integra chair is a truly iconic design. On exhibit at the Sydney Powerhouse Museum, it won the Australian Design Award in 1977 and has been hugely popular ever since due to its classic design, strength, and durability. This total classic is still widely used today in behavioural institutions, healthcare, hospitality, leisure centres, construction, and mining sites all over the world, and has never been out of production.

He backed that up by being the first to replace wooden chairs in schools with Polypropylene, with millions of students sitting on our Postura chairs every day, making them the most popular but also the most copied school chair in the world.



'Integra' chair by Sebel
Sydney Powerhouse Museum
Object No. 2011/74/1
c. 1971-1973

Harry's secret?

Clever design, solid engineering and quality materials all the way. He kept it simple but made it smart. **And that's exactly what we do today.**



A family affair:
Harry, Matt, Hamish
and their dog, Bella

Protecting an Aussie Legend.

With over 2 decades of owning and leading Furnware's mission of creating environments where children can thrive and enjoy learning, Hamish Whyte was eager to explore innovative ways to design the next generation of chairs and accepted the opportunity of continuing Sebel's legacy.

Hamish Whyte and his family purchased Distinction NZ in 2014, and the established Australian furniture brand, Sebel, in 2018. Both brands came together to form who Sebel is today.

Founded in the 1930s, the Whyte family acquired Furnware in 1993 with a clear vision to create environments where can thrive and enjoy learning.

His vision remained clear when he was presented with the opportunity to bring Sebel into the mix.

In 2021, Resero Group was born and housed both the Furnware and Sebel brands, allowing our resources to work more efficiently across Australia, New Zealand and the rest of the world.

Hamish and the Whyte family continue to focus on clever design, solid engineering and quality materials while keeping Harry Sebel's vision alive. He kept it simple but made it smart. And that's exactly what we do today.

“ **Harry Sebel and his products became total Aussie legends, and we intend to keep on making legends that last.** ”

A stroll through history

1953



Stak-A-Bye Chair

The first chair produced in the Sebel factory. Made from pressed metal, a great example of early industrial design. The Stak-A-Bye chair is now in the permanent collection of Australia's National Powerhouse Museum.

1955



Fold-A-Bye Chair

The Fold-a-bye Chair was easily foldable which was a key safety feature. It offered an indigenous design and tubular steel frame.

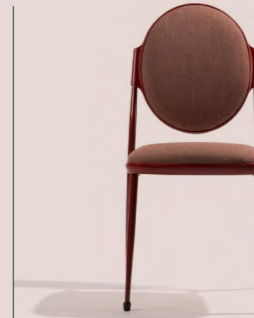
1966



Furey Chair

Designed for space efficiency and comfort, the Furey featured a versatile one-piece injection moulded seat shell. It later informed the design of the Slim'n'comfy.

1971



Romance

Designed to be the perfect hospitality chair, Romance's light but strong sculptured appearance offers creators of banqueting and restaurant installations a pleasant balance of formality and charm.

1972



Optima Chair

A unique patented technique by Sebel, the Optima was offered without any seams or stitching protecting upholstery material. **Awarded Good Design Label, Industrial Design Council of Australia.**

1987



Encore Fixed Seating

Encore stadium seating was introduced and installed in the Sydney Entertainment Centre.

1986



Program Chair

The Progress Chair was launched and remained a top selling chair for venues and community seating. Progress was retired in 2025 with the introduction of LUMBA.

1980



Slim'n'comfy Chair

The Slim'n'comfy range was designed to be space efficient and comfortable. Lightweight and easy to handle, Slim'n'comfy is offered with UV colours which resist damage from the sun.

1977



Pastoe Chair

The Pastoe chair has been well-loved for indoor and outdoor use. Designed for high-traffic use, it can be found in waiting rooms and sporting venues.

1976



Integra Armchair

Introduction of Integra as an armchair, also a one-piece moulded plastic chair. **Now available at Australia's National Powerhouse Museum.**

1976



Integra Chair

The world's first one-piece moulded plastic chair was invented. Still in production with over 4 million sold worldwide. **Received Australian Design Award in 1977, Prince Philip Prize**

1975



Hobnob Chair

Offering an improved design from the Furey Chair, Hobnob has been used as a versatile lightweight stacking chair. Introduced as an Armchair in 1976.

1996



Postura Chair

Ergonomically designed and engineered for the classroom, the Postura is the first of a fully range of chairs. It's now loved by over 11,000 schools and 5 million students.

2025



LUMBA™ chair

Engineered for durability, LUMBA™ is the next generation of Progress offering an advanced, sustainable design and made from recycled plastic.

Pioneering better products for generations.

The real gameday Experience

Whether you're cheering your team on at the Suncorp Stadium, or backing your team at your local sporting ground, chances are you're enjoying the moment from the comfort of a Sebel seat.

With over 75 years of experience, Sebel has supplied seating to some of Australia's most iconic stadiums. Our fixed seating solutions are trusted nationwide for their comfort, strength and style - built to perform in high-use environments and tailored to fit your venue perfectly.

From lecture theatres to sports stadiums, we make it easy to create smart, long-lasting seating that works for your space and your audience.





Backrest styles



Arm rests and cup holders



Various mounting options



Row and seat identification

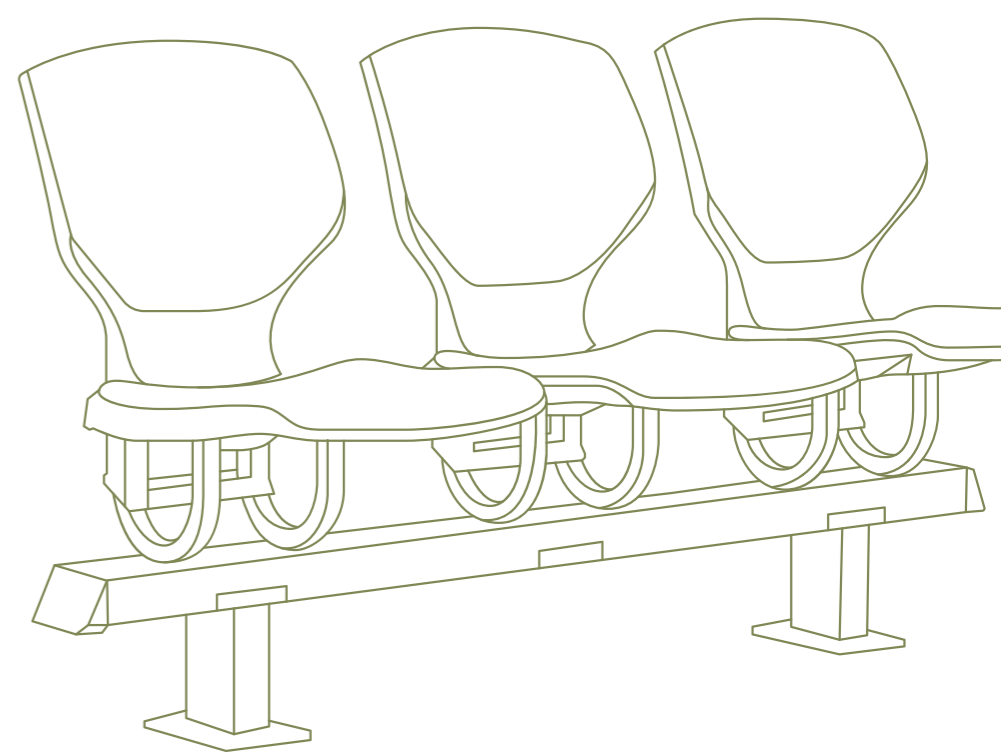
Viva

Exceptional spectator seating that elevates stadium experiences.

Clever modular design means there is a model of Viva to suit any application from general admission seating right up to premium seating.

Unique patented design that simplifies the installation process and eliminates the worry and cost of ongoing maintenance associated with spectator seating.

Sweeping curves and contoured body ensuring maximum comfort and superior durability for all outdoor applications.



Learn more

Aviva Stadium
Dublin, Ireland



Designed, tested and manufactured locally to the highest International and Australian standards.

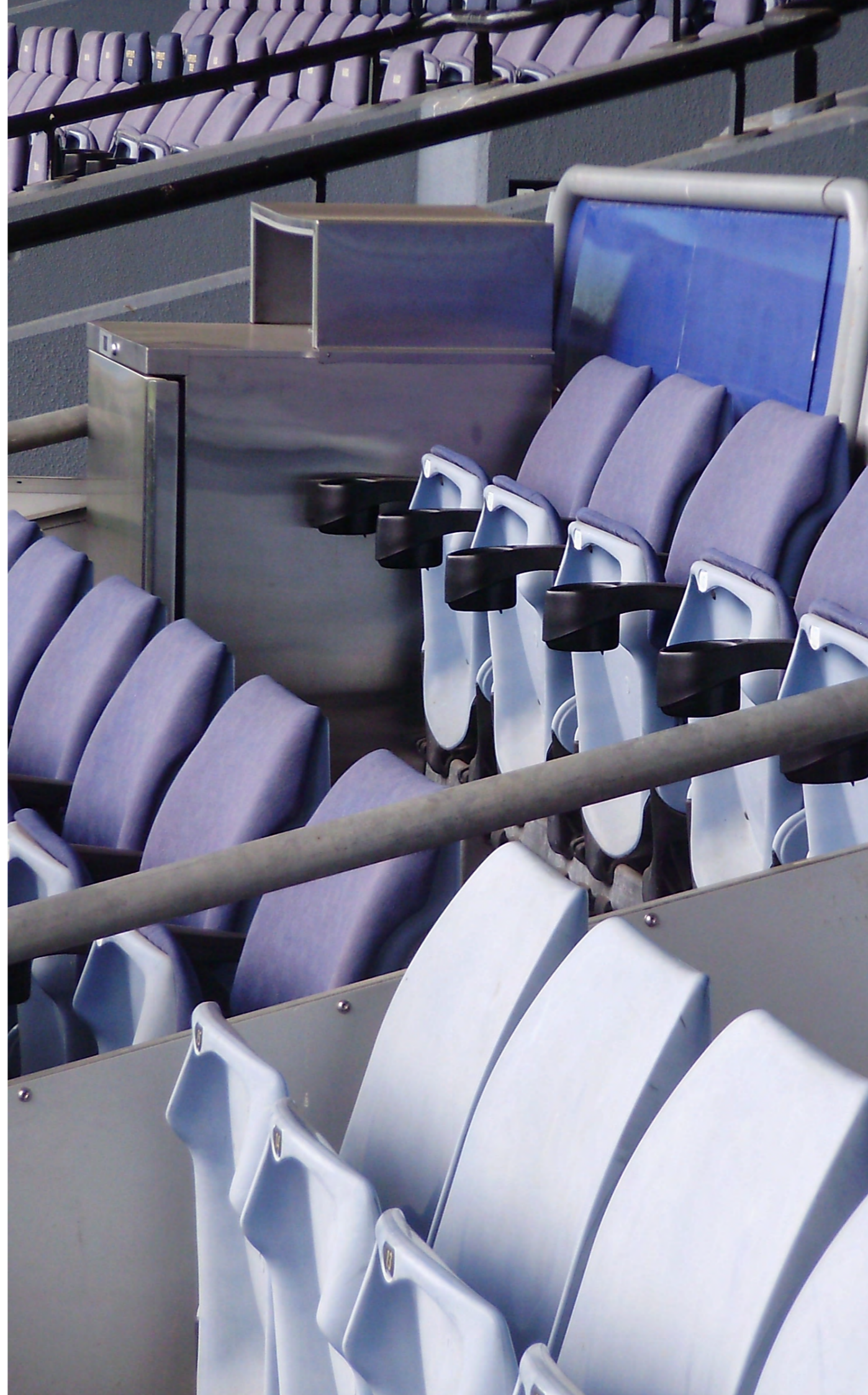
Podium

Award-winning design for stadiums and auditoriums.

Originally purpose built and designed for the 2000 Sydney Olympics, our Podium took out the Australian Design Award. Since then, it has featured in hundreds of stadiums and auditoriums around Australia, and across the globe. From ANZ and Suncorp Stadium to leading universities, Podium offers the highest quality spectator comfort, strength and durability like no other!



Designed, tested and manufactured locally to the highest International and Australian standards.



- + Backrest styles
- + Folding tablet arms
- + Branded stamping and embroidery options
- + Armrests and cup holders
- + Upholstered seat and back
- + Mounting options
- + Row and seat identification
- + UV and/or fire rated
- + GPO and/or USB power
- + Dust shroud cover
- + Tablets for wheelchair users



[Learn more](#)

Encore seating combines premium comfort and long-lasting performance with features like automatic tilt, dual backrest heights, and certified durability. Its stylish, easy-to-clean design suits straight, curved, sloped, or tiered installations. With reinforced nylon frames and protective moulding, Encore is ideal for any venue, reducing maintenance and maximising user comfort.

Auditorium Seating

With unparalleled comfort and durability, encore will have your guests thinking twice about that standing ovation.

Encompassing state-of-the-art manufacturing technology, Encore is designed for locations demanding improved seating concepts. Sensible and necessary options combined with Encore's comfort, durability, minimal maintenance and ease of installation will satisfy the highest expectations of clients, architects and designers. Our design philosophy and extensive project experience ensures a hassle-free journey from start to finish, while also providing the best cost of life for your venue seating.

Can I get
an **encore!**



[Learn more](#)



Adelaide Oval
Adelaide, SA, Australia



Accor Stadium
Sydney, NSW, Australia



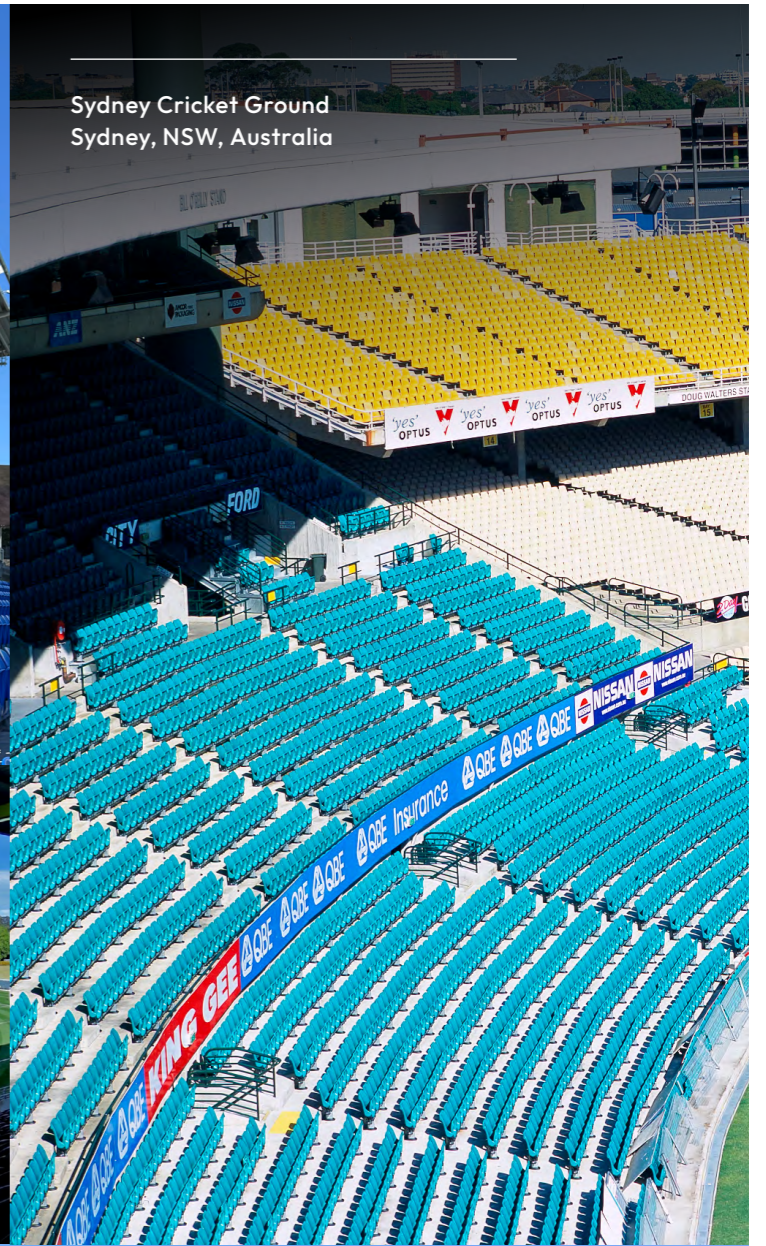
McDonald Jones Stadium
Newcastle, NSW, Australia



Go Media Stadium
Auckland, New Zealand



Campbelltown Sports Stadium
Leumeah, NSW, Australia



Sydney Cricket Ground
Sydney, NSW, Australia



Suncorp Stadium
Brisbane, QLD, Australia



Specifically designed for intensive use applications, the iconic Integra Chair was truly built to last.

The chair of choice for sporting venues, leisure centres, prisons, institutional facilities, schools, churches, community halls and more for over 30 years.



Fire retardant and UV colour options available to meet facility requirements.



'Integra' chair by Sebel
Sydney Powerhouse Museum
Object No. 2011/74/1
c. 1971-1973



A powerful combination, from the bench to the field. The Integra paired with Viva Stadium seating.

Integra



Proudly Australian made, our high performing and UV-stabilised Integra is lightweight, stackable, comfortable and ultra-durable, making it a perfect choice for any indoor or outdoor space.

Did You Know...

The Integra Chair was the world's first single-piece moulded polypropylene chair. It was designed in 1973 by Charles Furey & Associates for Sebel and won the Australian Design Award in 1977.



LUMBA™

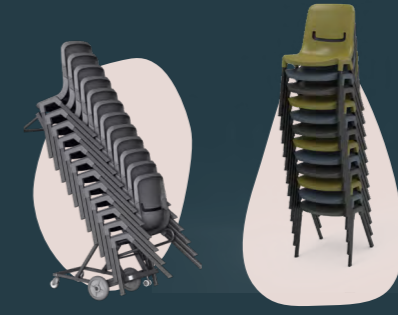
Engineered for durability



 **Product Sheet**
Scan for dimensions, colours and all our Lumba™ customisation options.

Advanced, sustainable design.

Experience exceptional comfort and support with LUMBA™ – purposefully designed to help stay focused and engaged for longer. Its wide seat and flexible lumbar support offer all-day comfort, while injection-moulded polypropylene provides lasting strength and adaptability. Made from recycled plastics, LUMBA™ is available in a range of biophilic colours and flexible configurations – with optional arms, links, and back or seat pads to suit every space.



Trolley Available Stack up to 12 high

- Five biophilic colours
- ONYX
 - SLATE
 - FOREST
 - REDSAND
 - STORM



Made with recycled plastics

Lasting comfort
Generous seat size and improved seat contour for ergonomic performance.

Lightweight and movable
Lightweight aluminium powder coated legs with rear leg geometry providing further stability.

Non marking
Non-marking PP floor glides.

Low maintenance
Stain resistant and easy-to-clean textured seat shell.

Intuitive support
The patented flex block moulded into the back, provides flexible lumbar support that moves with you for additional comfort.

Linkable
Durable PP links allow chairs to link together.

Sustainable
Polypropylene seat shell made from recycled plastics (% varies by colour).

Pending AFRDI Green Tick Enviro and NATA certified.



A photograph of three men in a technical facility, possibly a factory or laboratory. They are gathered around a large piece of blue machinery. One man in a red jacket is pointing towards the machine, while the other two men, one in a dark sweater and one in a red vest, look on attentively. The scene is lit with dramatic, low-key lighting, highlighting the industrial environment.

Why Sebel

**Pioneering
better products
for generations
to come.**

Why sebel



five simple reasons

1. Australian Made
2. Recycled & Recyclable Plastic
3. Circular manufacturing
4. Designed & Made to Last
5. Original & Authentic

1

Australian Made

We've been making quality Australian Furniture for as long as Graham here has been rocking shorts and dress shoes.



We've grown up with you.

Made in Australia, since ages ago.

We have a talented team seriously committed to what they do. Many have been with us for decades, and we're all proud to be Australian producers of high-quality, Australian furniture.

A mix of youth and experience, we have a perfect blend of fresh perspectives, ideas and enthusiasm mixed with deep rooted knowledge and wisdom.

We take immense pride in being an integral part of the Australasian furniture industry with representation on the board of Australian Furnishing Research and Development Institute (AFRDI) and a member of the Australian Standards Committee for furniture for over 30 years. There's a deep-rooted knowledge right across the business and it's applied in everything we do to make our products that much better, more effective and with longer lasting value.

We're proudly family-owned and it shows in the way we work, our team culture and the fun we have.



Approved Suppliers



QLD Government under the QED 104526 SOA

NSW Government under the NSW Office and Education Furniture Contract 771

VIC Government under the VIC Schools, Office and Education Furniture Panel VIC ITS01

2

Recycled & Recyclable Plastic

The New Age of Responsible seating

Made from Recycled Plastic

Every Recycled Postura Max® prevents 3.8kg of plastic waste from entering landfill.*



We're on a mission to reduce plastic waste.

From responsible product design to materials selection, circular economy programs and waste reduction, we're pioneering ways to positively impact our people and the world.

* Based on a Postura Max size 6 chair.

3



Circular Manufacturing



Furniture with a family tree

New chairs. Made from old ones.

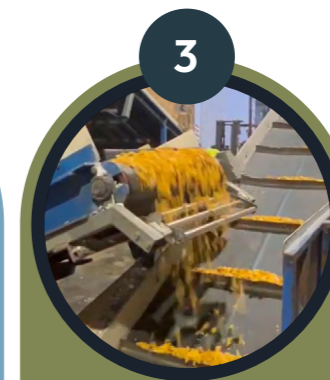
RePlay is our furniture recycling program. It's our commitment to reducing plastic waste by taking back well-loved Sebel chairs and giving them a second life as newly recycled chairs.



1 Old Sebel chairs showing signs of sun damage, mechanical and physical wear are put away in storage.



2 Sebel collects these chairs for a small fee and returns them to the factory for processing through a granulator.



3 The granulator breaks down the old chairs into recyclable plastic pellets, ready to be moulded into new chairs.



4 Sebel uses these recycled plastic pellets to create new products, ready to revitalise your space sustainably.



Built Tough. Built Smart.

Advanced engineering,
quality manufacturing.

From the designs we create, the materials we use, the built-in engineering strength and service to you, quality will always come first.

With our very own NATA-certified testing facility, you can rest assured that all our products are tried and tested to survive the toughest of environments.



4

Designed & Made to Last



5

Original & Authentic



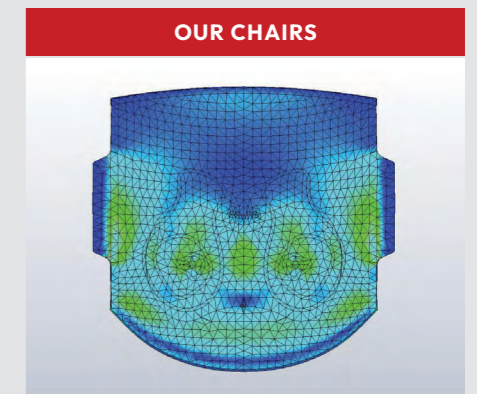
Designed, from the bottom up

Imitation is the sincerest form of flattery

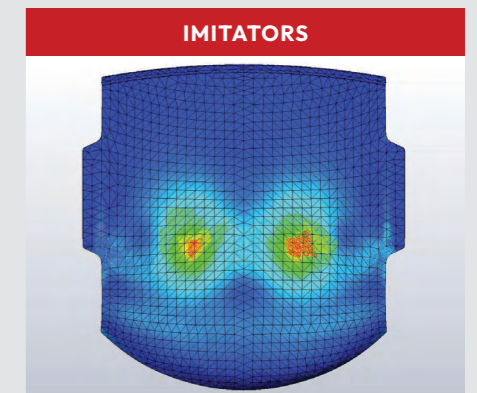
We are proud of our design team, we're even proud that imitators want to copy them. While our chairs are designed in Australia to leading standards, you'll find plenty of knock-offs made with cheap brittle plastics and poor lumbar support. You see we invest in pressure testing, and ergonomics.



Look for the **Official Sebel and Postura** branding stamped on the back of our chairs.



Pressure is spread over larger surface area. IPR encourages students to sit in the right place for best posture.



Maximum pressure is felt on the point under the ischial tuberosity.

A man in a light-colored shirt and shorts is pushing a metal cart filled with stacks of metal chairs. The warehouse is filled with more stacks of chairs and has a high ceiling with a complex metal truss structure. The entire scene is bathed in a red light.

sebelTM

**Designed &
Built to Last**

Pictured:

The original Stack-a-bye chairs
at the Sebel Warehouse
C.1953

sebel[™]



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