

BRINGING SCANDI MINIMALISM TO THE UK INTERIORS MARKET



An interview with

EWELINA CHAUHAN (NOREMAX)

www.noremax.com/uk |   

Established in 2018, Noremax design and manufacture fronts, sides, and top panels that are compatible with IKEA's most common cabinet frames, including PAX wardrobes, Besta sideboards, Metod and Faktum kitchen systems. This provides customers with a large array of options to create personalised, custom-made furniture at a much more attainable price point. Noremax serves customers throughout Europe with the main office based in Norway, and each product combines the perfect blend of Norwegian character with unique handmade designs in classic materials to ensure the highest standard of finish. We spoke to Ewelina Chauhan to find out more about their exciting new renovation concept.

What kind of clients and customers does Noremax serve most?

Homeowners between 25 and 70 years old. Young couples who bought their first apartment, or those who want to renovate their IKEA furniture on a budget. People who are interested in interiors and also wanting to customise their home to their preferences. Interior designers who are seeking more bespoke options for their customers. We also serve owners of IKEA's old kitchen system called Faktum which is no longer supplied.

Can you talk us through the process for someone looking to upgrade their home using Noremax?

Firstly, they need to know which room they want to renovate and the general design and layout for their new space. They will have to take measurements for where they want to place the furniture, and then they can use IKEA's planners (kitchen planner, PAX planner) or just browse through the website to find the cabinet base they want. After that, the customer can send us a request for a proposal – giving all their preferred details such as which design, colour and gloss. If they're not sure what to choose, we're always available to consult.

Is it possible to use Noremax products to upgrade other furniture brands, or only those that have been purchased from IKEA?

We mainly specialise in fronts compatible with IKEA's kitchens, PAX wardrobes and Besta storage, but yes, it's possible to have customised fronts for other furniture brands – it's only a matter of price and those will have to be provided on request.

Where do you get the inspiration for the cabinet designs and how have you adapted these for the British market?

Our designs are rooted in the country of origin, Norway, where minimalistic and Scandinavian style is dominating the market. These styles appeal to all which makes it even easier to adapt our service to the market in foreign countries. We also listen to customers' suggestions in terms of their visions and expectations. We like to combine aesthetics and functionality to make sure our products don't just look appealing but are also easy to use. Quality is very important to us so our fronts can last for years, hence why we always look for new opportunities to create more durable options.

What are the environmental benefits to upgrading furniture using Noremax instead of replacing with new?

It is a question of how our society has formed during recent years, where we always want to upgrade to the newest trend – leading to 'use and discard' behaviour. If the furniture serves its purpose, and will for another 10 years – is it worth throwing all the cabinetry away just because it may feel a little outdated? By replacing the fronts, not only will you get a completely new look, but you will save money – and the environment. Noremax does not support mass production, so everything is carefully manufactured for each individual order. We also offer bamboo or linoleum products which are more environmentally friendly.

Is it possible for clients to create a customised or bespoke look? If so, how can this be achieved?

Customers can easily select one of our many design ranges, and then they have a free choice from Jotun, F&B or NCS when it comes to colour. We offer three gloss types: semi-gloss, satin, and matte. For wood fronts they can even go for stained, oiled, clear lacquered or



Painted. They can also combine two different styles for their base and wall cabinets or mix two or more colours. We offer an 'in-frame' look option, which is created with our side panels and those can be painted in different colours to the doors and drawers or can even be made from a different material. Furthermore, our side panels can be customised to create a built-in look and cover any gaps between furniture and the walls or ceiling.

How does the customer service team assist clients throughout the process?

Our service is mainly web-based – which is why we have a huge focus on making our website as user friendly as possible. Therefore, we encourage all customers to order online once they've planned their new IKEA furniture, though we do understand that this can be a bit scary for many people and so we're always on hand to assist at any point. We are available for customers from the beginning of the ordering process right through to the end when they receive their delivery, but also afterwards if they

have any queries. In recent uncertain times we try to provide updates to our customers if there are any changes to delivery lead times which are out of our control, and we are as transparent as we can be to build the trust with consumers.

Are you thinking of launching any new products for the range and when can these be expected to hit the market?

Yes, in the coming months we will launch one of our existing products, EXIT, in a different material and painted option; offer some of our original designs in other materials and also, we have a brand new design we're excited to share as soon as the details are finalised!



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Noremox has been awarded Most Innovative Furniture Manufacturer by the Corporate LiveWire judging panel. The judges were particularly impressed with the overall concept, which allows consumers to completely upgrade the look of their space for a fraction of the usual cost, as well as the vast array of options for customising the finished product. They also praised the environmental credentials of the business, and the sleek, minimalist designs that focus on functionality as much as aesthetics. For more information, please visit www.noremox.com/uk.