



BUG - low carbon footprint - long durability

With Bug, Eilersen is introducing a new piece of furniture designed with one clear goal: to impact the climate as little as possible. Every component, material and detail has been carefully selected and customised to minimise the carbon footprint, without sacrificing comfort, quality, or beauty.

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"Low impact - long durability" is the philosophy behind the design. Bug is the result of an uncompromising focus on environmental concerns and longevity, combined with Eilersen's renowned craftsmanship and sense of comfort.

"Bug is state-of-the-art in terms of carbon footprint in its current form. But this is just the beginning. We see it as an evolving journey - constantly improving as new materials and methods emerge," says Nils Juul Eilersen, 4th generation at the company.

Designed with care - down to the last detail

Bug is designed as a knockdown piece of furniture and comes flat-packed, making it easy to assemble, transport and maintain, while reducing the impact across the entire value chain. It's Eilersen's first return to this type of construction since the iconic safari chair.

The materials have been selected for their durability and minimal resource use. The furniture can be disassembled into separate components for easy recycling or repair. And each part is replaceable, further extending the product's lifespan.

"We've worked with as few materials as possible without compromising on function and comfort. The comfort is embedded in the shape itself," say designers Eva Fly and Anne Brandhøj from Bly Studio.

Bug - a name that means something

The name "Bug" has been carefully chosen. Not only does it reference the furniture's shape - a soft core enclosed in a protective shell - but also nature's own engineering. Insects are one of the first signs that an ecosystem is recovering, and this is the idea at the heart of the concept: improving furniture products through conscious choices.

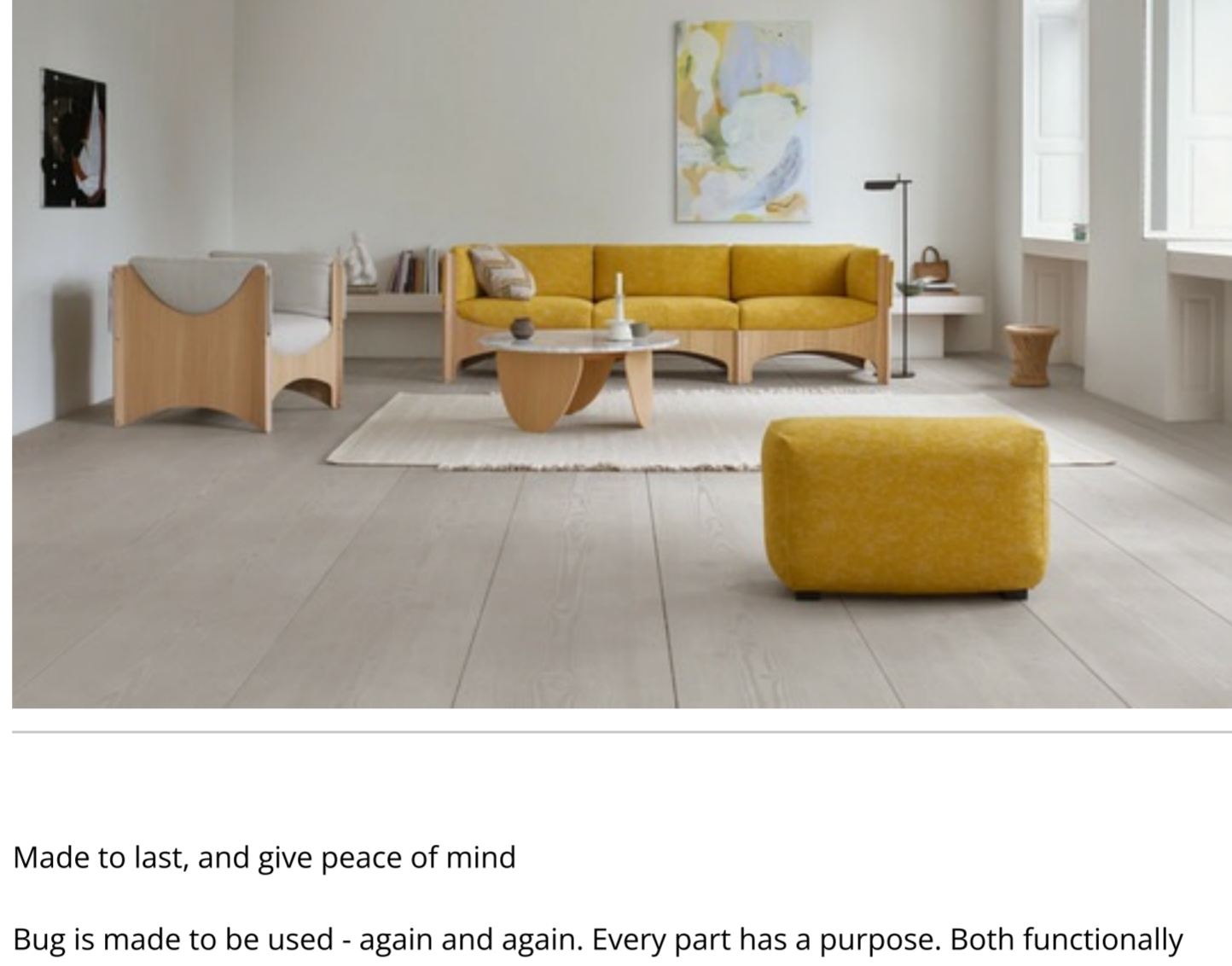
"It's about designing for tomorrow's world, without losing what we've always stood for: excellent comfort, ultimate quality and timeless design," explains Eilersen.

Form meets function, and consideration

The carved arches in the outer shell of the furniture are both beautiful and functional, allowing the upholstery to flex naturally and offering comfort without using excess material. The furniture is designed to be taken apart and reassembled, making maintenance intuitive and sustainability seamless.

The cushions are gathered at the corners and held in place by the mould itself - a detail that enhances the look. And as always with Eilersen, even the invisible parts matter: from the choice of sewing thread to the use of slow-growing Scandinavian pine in the frame.

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Made to last, and give peace of mind

Bug is made to be used - again and again. Every part has a purpose. Both functionally and visually. The sofa, chair, stool and table invite you to stay a while, relax, and contemplate life. Sink in, stretch out, twist and turn - this furniture is designed to handle it all.

Bug unites material awareness, functional design, and emotional feel into one cohesive form. It's furniture that takes responsibility, without shouting about it. Its simplistic, organic form speaks to a future where design is led by consideration and conscience.

From idea to collection

The predecessor or forerunner of Bug first saw the light of day as the winner in the 'armchair' category in Denmark's Next Classic in 2022. Here, it was recognised for its strong form and sustainable mindset. Eilersen quickly spotted the potential and has since further developed the design and construction into a complete collection comprising a chair, sofa, stool and table.

"It's been a pleasure working with Eva and Anne to refine the design. The result perfectly reflects our fundamental approach to consistently deliver high-quality products and consideration at every stage - from material selection to craftsmanship," says Nils Juul Eilersen.

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Prices including VAT

- Bug 2-seater sofa in oak USD 8690
- Bug 3-seater sofa in oak USD 11840
- Bug lounge chair in oak USD 5590
- Bug table frame (excluding table top) in oak USD 1210

About Bly Studio

Bly Studio is the creative partnership of Eva Fly and Anne Brandhøj, both trained furniture designers from the Royal Academy in Copenhagen. With a shared love of form, function and material understanding, they have been working together since their studies to create furniture with both character and quality.

At strong visual identity and function are inseparable - each design balances purpose with a strong visual identity. Their designs are known for their refined shapes, thoughtful details and materials - often anchored in wood and elevated by elements like upholstery and metal.

Bly Studio is where ideas take shape - rooted in detail, material respect, and a drive to create furniture that inspires and makes a difference.

[Download Climate Footprint Report here](#)

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Eilersen Viable BUG, 2-seater Sofa Climate Footprint:

TOTAL CLIMATE IMPACT

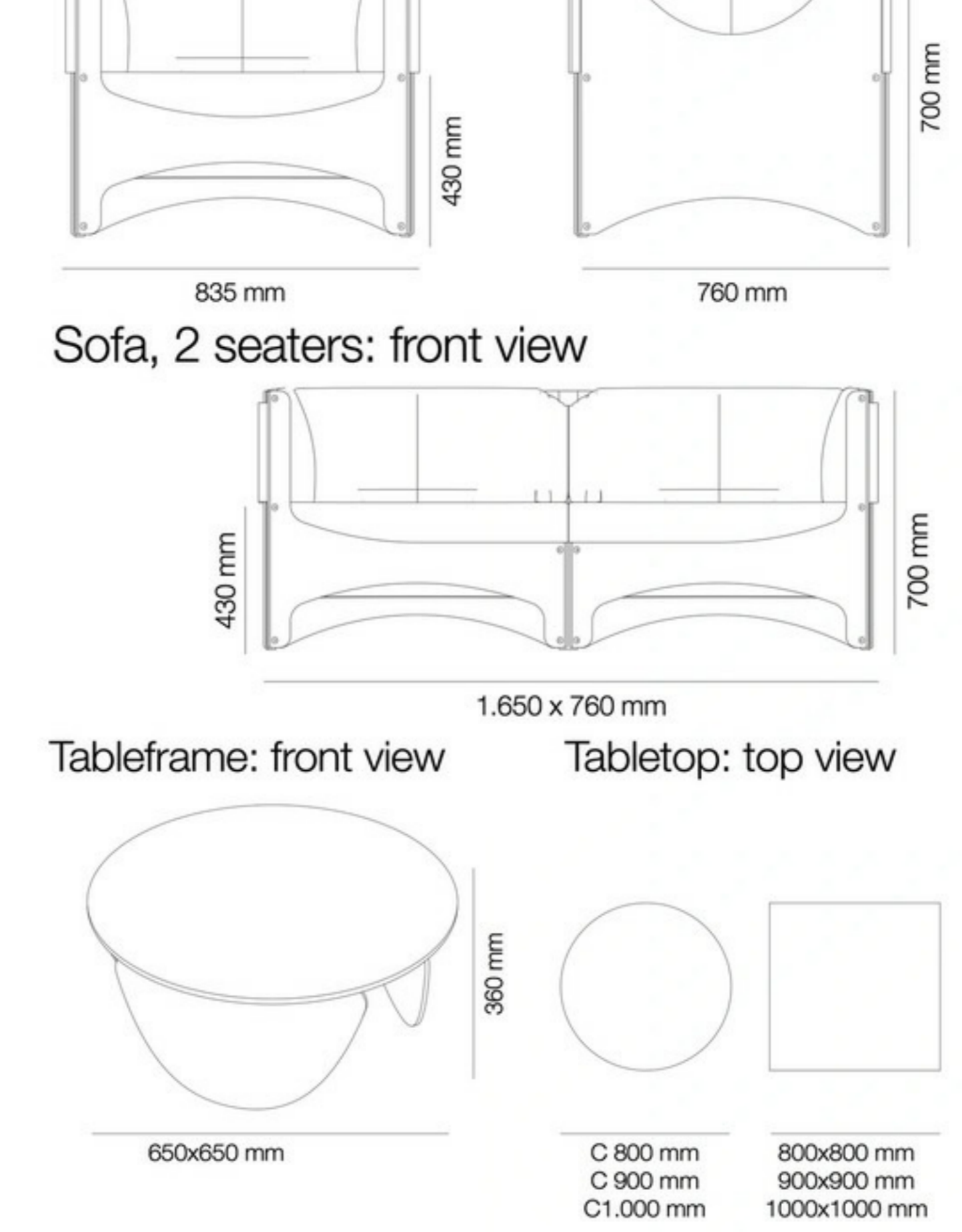
300 KG CO₂-E
Best case: 250 Kg CO₂-e
Worst case: 340 Kg CO₂-e

Eilersen Streamline, 2-seater Sofa Climate Footprint:

TOTAL CLIMATE IMPACT

450 KG CO₂-E
Best case: 330 Kg CO₂-e
Worst case: 490 Kg CO₂-e

MATERIALS 44,2 kg CO ₂ e _q	UPHOLSTERY 63,1 kg CO ₂ e _q
COVER 24,3 kg CO ₂ e _q	PRODUCTION WASTE 5,7/
PRODUCTION 42,2 kg CO ₂ e _q	PACKAGING 29,0 kg CO ₂ e _q
TRANSPORT 15,7 kg CO ₂ e _q	USE PHASE 32,5 kg CO ₂ e _q



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About Eilersen

From coach to couch
Founded in 1895, Eilersen has focused on craftsmanship, quality, and innovation. The journey began producing coaches, and since the 1930s, Eilersen has been making beautiful, high-quality couches based on the same traditional values of excellent craftsmanship and innovation that founded the company 130 years ago. This has made Eilersen a well-known and recognized high-end brand internationally.