

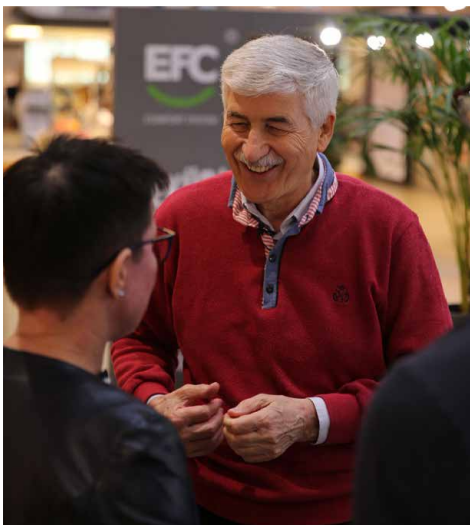


# EFC COMFORT TECHNOLOGY,

which is about to reform the concept of comfort.

At the world premiere of EFC Comfort Technology, around 500 visitors had the opportunity to experience the adjustable softness and hardness of EFC.

At the event, the public was able to examine chairs, beds, armchairs and sofas to get the most comprehensive picture possible of the comfort revolution, a comfort technology development that has not been seen in decades.

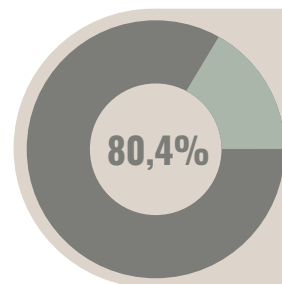


As one of the main goals of the event, we had sought the opinion of the people in the streets. We had asked those who tried EFC furniture to complete an extensive, highly detailed questionnaire with more than 20 questions. By the end of the day, it was clear from the more than 130 valid questionnaires that people had been longing to change the hardness of their sitting and reclining surfaces for years

Our comfort needs are constantly changing, depending on our current physical and mental state.

**EFC is reforming the concept of comfort to make it accessible to everyone, adaptable to our current needs and customizable for our comfort.**

It made us especially happy to see the joy on people's faces and the desire to enjoy these comforts at home, in their own furniture.



## The test day proved it!

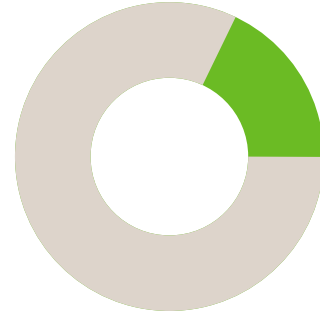
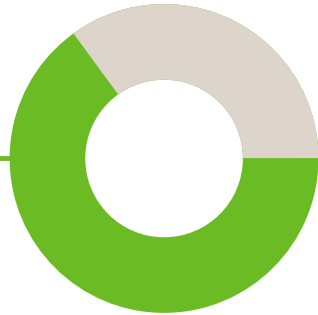
EFC technology is a solution to this mass demand. **80.4% of the respondents would like to use EFC comfort technology in their everyday lives**, and every second person would immediately replace their existing furniture with it.

LOOK FOR THE TEST RESULTS ON THE OTHER SIDE OF THIS PAGE! >

01

How often do people feel that their beds are uncomfortable?

69,2%  
sometimes

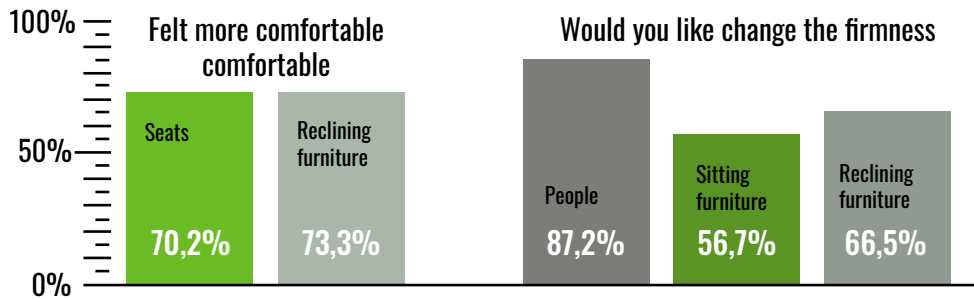


20,3%  
everyday



02

Did the furniture with EFC technology feel more comfortable than conventional furniture, and would you want to change its firmness if you could?



“I really liked how the furniture adapted to me.”  
“I love it! It’s great!” “I am sure, I will buy it.”

**EFC technology through the eyes of the average person**

A number of testers expressed their opinions and agreed to be interviewed and to share their thoughts on EFC technology.

Check out the interviews on YouTube!

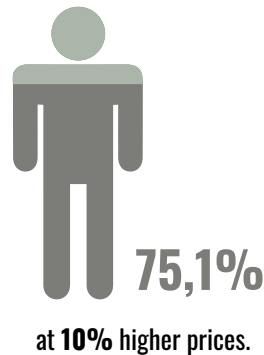
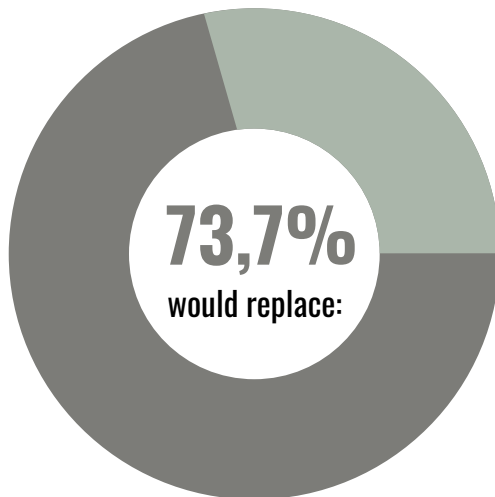
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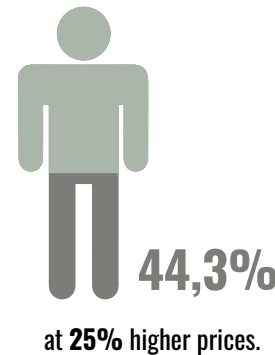
[youtube.com/c/SafisStartup](https://youtube.com/c/SafisStartup)

03

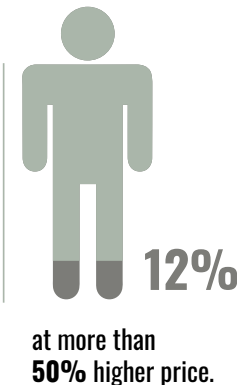
73.7% of the respondents would replace their existing furniture with EFC technology.



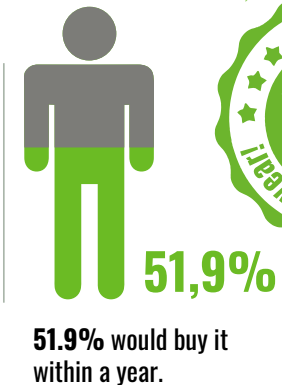
at 10% higher prices.



at 25% higher prices.



at more than 50% higher price.



51.9% would buy it within a year.

