



FOR IMMEDIATE RELEASE

new! 2012 IKEA CATALOGUE

Smart solutions make space for your dreams

Mutiara Damansara Petaling Jaya, 3 August 2011 - The new 2012 IKEA Catalogue will arrive at the doorsteps of all households in the Klang Valley starting from 11 August 2011, with 376 pages of home furnishing ideas and inspiration. So look out for it at home! This year IKEA puts more focus on smart solutions and ideas that maximise small spaces (with small price tags, too), so the many people can start living how they want, dreams included.

While anticipating the arrival of the new 2012 IKEA catalogue, a customised IKEA truck that showcase the latest home furnishing inspiration will be going around main roads in Petaling Jaya and Kuala Lumpur from 3 to 16 August.

"We all want to make the most of what we have. Everyone has small spaces, a tiny bathroom, an awkward wall or their whole apartment - that can benefit from solutions as big as multi-functional furniture or as minimal as a hook," says Yeong Tze Kuen, Deputy Marketing Manager of Ikano Retail Asia.

Adding to the IKEA range of products that already make smart use of space, this year more solutions are stacking, folding, dividing, storing, moving, double tasking and using unused spaces - all in the IKEA way with the good design, functionality and low prices. In fact, six small space rooms with big dreams were built specifically for the IKEA Catalogue to show solutions in action and inspire new ways of thinking. Here are a few of the new solutions IKEA is introducing.

New arrivals

HEMNES daybed is a single bed, sofa, storage and bed for two all in one piece of furniture. BOHOLMEN kitchen sink is large enough to allow different organisers so chopping, washing and drying can all be done in the basin itself. For use all around the house is the new BEKVÄM solid beech folding stepladder.

In addition to small spaces, this year new textile products show the results of IKEA going back to college and working together with students of Beckmans College of Design in Stockholm. An inventive blend of striking colours, unforgettable faces, bold patterns and little symbols of everyday life, the range includes six new fabrics (MADDE, EDMA, GULLIVI, LILLIVI, JULITA and DURITA), a SANDGRUND shower curtain and EIVOR ORD quilt cover set.

As this year's for styles and colours, black-brown, grey-brown and white satin colours have been added to STUVA BETSAD children's storage and SUNDVIK children's furniture. New kitchen options add touches of style like SOFIELUND in a walnut light grey effect and RUBRIK ABSTRAKT in high-gloss green. NYVOLL bedroom series features a bed frame, bedside table and chest in medium brown and light grey in a modern classic style. The new ISALA series is a traditional style, curvy-legged collection of grey and lilac cabinets, coffee tables, side tables, sideboards and a laptop table. In textiles, the new brightly coloured EIVOR range can be sewn into cushions, bedlinens, curtains, rugs and throws.



Online videos share furnishing tips

IKEA's interior designers, who are the creative brains behind the key concepts in this year's catalogue, go virtual this year to provide behind-the-scenes furnishing tips, all inspired by real life through thousands of home visits worldwide. Check out how a walk-in wardrobe can be planted within a small bedroom area, or how a multi-purpose room can be created to be a living room, a play room and a bedroom all in one. It is filled with inspiration to encourage people not to give up their dreams, just shrink them. Go to **www.IKEA.com.my/smallspaces** to get inspired.

Smaller price tags

This year, IKEA has also shrunk the price tags of some of its well-loved products to give everyone another great reason to take them home and find new ways to spruce up their homes. From a comfortable KARLSTAD 3-seat sofa with washable covers to the MICKE desk for a ready workstation at home and the fun-looking KUSINER mesh basket with lid for easy housekeeping, IKEA offers a wide range of even lower priced products to better one's living space. To find out how IKEA lower their prices year after year, go to **www.IKEA.com.my/evenlowerprices**, from 11 August.

Digital tools

"To make it even easier to find new inspiration and ideas on home furnishing solutions for life's everyday challenges, including smarter use of space, IKEA is introducing digital tools for iPhone and Android users. Apple iPhone and Android users can now download the new 2012 IKEA Catalogue (Malaysia edition) from iTunes and Android market respectively, for free! Other mobile devices will be able to view a digital version of the new 2012 IKEA Catalogue online at **www.IKEA.com.my/2012_catalogue**, from 11 August" says Yeong Tze Kuen, Deputy Marketing Manager of Ikano Retail Asia.

To see the full range of new products, styles, inspirations and solutions for small spaces, visit the IKEA store today or www.IKEA.com.my. Discover a wealth of new home furnishings solutions to make everyday life at home better, one small space at a time.

If you have not received the new 2012 IKEA Catalogue at home, drop by the IKEA store for your personal copy from 22 August onwards! You can also download and view the online Catalogue at **www.IKEA.com.my/2012_catalogue**, from 11 August.

-end-

For further information on this press release, please contact:

Tracy Pang
IKEA Malaysia
603-7720 7272 / tracy.pang@ikano.asia

NOTES FOR EDITORS, click on the links below;

- AUG NEWS press kit: All about the new arrivals for 2012.
- CATALOGUE NEW YEAR press kit: All about this year's focus at IKEA on space – those small spaces we all have and inspiring, smart ways to use them.
www.ikea.com/ms/en_MY/about_ikea/newsroom/product_press_kits/index.html
- Behind-the-scenes furnishing tips videos.
www.IKEA.com.my/smallspaces
- For pictures, please contact June Teh at 603-7720 7325 / june.teh@ikano.asia



About IKEA

Home is the most important place in the world. A personal space and comforting spot where family and friends gather, where children learn and grow. A place where everyone is welcome to just hang out, everyday. IKEA helps to create a better everyday life at home for the many people.

Since its 1943 founding in Sweden, IKEA has offered a wide range of well-designed home furnishings and functional living solutions at prices so low that the many people can afford them. IKEA believes that showing responsibility for people and the environment is a condition for doing good business. This means that IKEA's low prices must not be at the expense of people or the environment – low price but not at any price. IKEA incorporates environmentally friendly efforts into its day-to-day business and continuously supports initiatives benefiting causes such as children and the environment. Read about IKEA's sustainability efforts at www.IKEA.com.my/sustainability. To date, there are more than 321 IKEA stores in 38 countries.