



For further information, please contact us at:
customerservices@thevitagroup.com

Or visit our website:
www.vitacomfort.co.uk

VITA BEDFORD

Caxton Road, Bedford, MK41 0ZW. United Kingdom
e: bedfordsales@thevitagroup.com
t: 01234 213 121

VITA DUKINFIELD

Tameside Business Park, Astley Street, Dukinfield, Cheshire, SK16 4PP. United Kingdom
e: dukinfieldsales@thevitagroup.com
t: 0161 343 0404

VITA MIDDLETON

Soudan Street, Middleton, Manchester, M24 2DB. United Kingdom
e: blockplantsalesmiddleton@thevitagroup.com
t: 0161 655 2680



primalux[®]

The ultimate combination
of comfort and durability
with reduced maintenance



Vita Comfort UK

customerservices@thevitagroup.com
www.vitacomfort.co.uk





Primalux®. Origin™.

The ultimate combination for luxurious comfort in furniture.

Shaped by knowledge and cutting-edge innovations, Vita Comfort UK remains at the vanguard of innovation, forever committed to pioneering advanced foam solutions for a sustainable world.

Vita Origin is produced using polyols from plants such as sunflowers, soy and castor oil and is developed specifically for the Bedding and Furniture industries.



Cushion Filling



High End Comfort

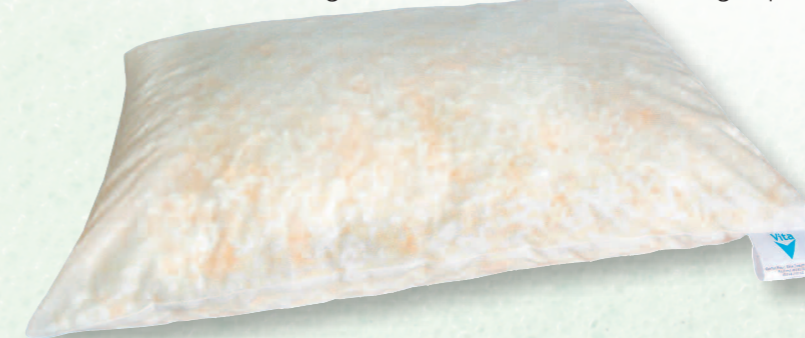


Circularity

primalux

Manufactured by Vita Comfort UK, a sustainable foam innovation suitable for a wide variety of furniture applications.

Our Primalux cushions contain a blend of diced foam and duck feathers delivering the ultimate comfort and seating experience.



All Primalux products are made to precise specifications and undergo stringent quality checks at each stage of production.

We use only the finest materials available to ensure the very best cushion fillings with superior comfort and performance.

Award-winning Origin foam is our new generation of sustainable foam and has innovation at its heart. All Origin products contain sustainably sourced plant-based polyol as an alternative to the reliance of petrochemical based feedstocks.

Innovation and sustainability is at the heart of everything we do at Vita Comfort UK.

We invest in research and development, partnering our customers in the development of products to their exacting requirements and specifications.



origin

orbis

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BENEFITS OF PRIMALUX

- ▼ Our unique blend produces the aesthetic characteristics of a fibre or feather cushion and retains more durability from its foam components
- ▼ Primalux delivers ultimate comfort and durability with reduced maintenance
- ▼ Our cushions contain individually weighted compartments ensuring even material distribution and consistency
- ▼ Designed for seats and backs, Primalux provides a complete luxurious solution
- ▼ Conforms to Schedule 1 part 1 The Furniture and Furnishings (Fire) (Safety) regulations 1988 (amended 1989, 1993) (UK)
- ▼ Awarded FIRA Gold Product Certification



Sustainably manufactured from recycled premium foam and blended with quality duck feathers




Primalux, our luxurious and sustainably manufactured cushions are endorsed with FiraGold product certification.

FiraGold product certification indicates that products manufactured will provide a consistent level of performance through integration with an approved quality management scheme. Consistency in production and design is verified through regular audit testing and inspections.

Primalux cushions are custom made to order to customers specifications to configure with their product construction. Our luxurious foam and feather combination has significant benefits for producers, retailers, consumers and the environment.



WHY PRIMALUX?

- 
Soft yet supportive
 Provides optimal support and comfort
- 
Highly durable
 Shape retaining and long lasting quality
- 
Optimal ventilation
 Moisture and heat dissipates quickly



primalux



Manufactured to exacting standards and specifications

Primalux seat and back cushions utilise a set combination of foam grades which are a bi-product from our manufacturing process. 'A' grade material is diced into rhomboid cubes and combined in a mixing silo with quality duck feathers.

The mixing process allows the foam and feather to be consistently combined. Each cushion contains individually weighed compartments ensuring even material distribution and consistency.



The addition of feathers not only adds a luxurious comfort level but allows the foam pieces to move freely. This movement both enables and improves shape retention as well as the ability to 'plump' the cushion.

The unique blend produces the aesthetic characteristics of a fibre or feather cushion whilst retaining increased durability from its foam components.

Vita Comfort UK remains at the forefront of innovation, forever committed to pioneering advanced foam solutions for a sustainable world.



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Product portfolio

Primalux produced by The Vita Comfort UK allows you to configure your own product series based on your requirements. With numerous options for customisation, you are able to develop a unique and durable product for you and your customers.



Primalux Jacket Cushion
with Vita Origin™ foam core
with 100% duck feather jacket



Primalux Jacket Cushion
with Vita Talaly Latex core and
100% duck feather jacket



Primalux Cushion
with 80% foam and 20% feather
blend



Primalux Jacket Cushion
with Vita Origin™ foam core with
80% foam and 20% duck feather
jacket

Primalux cushions
All jacket cushions can be supplied with a choice of Orbis (Recycled Polyol) Origin (Bio Polyol) or Vita Talalay (Latex) cores. All options are available so why no tailor your Primalux cushion to your requirements.

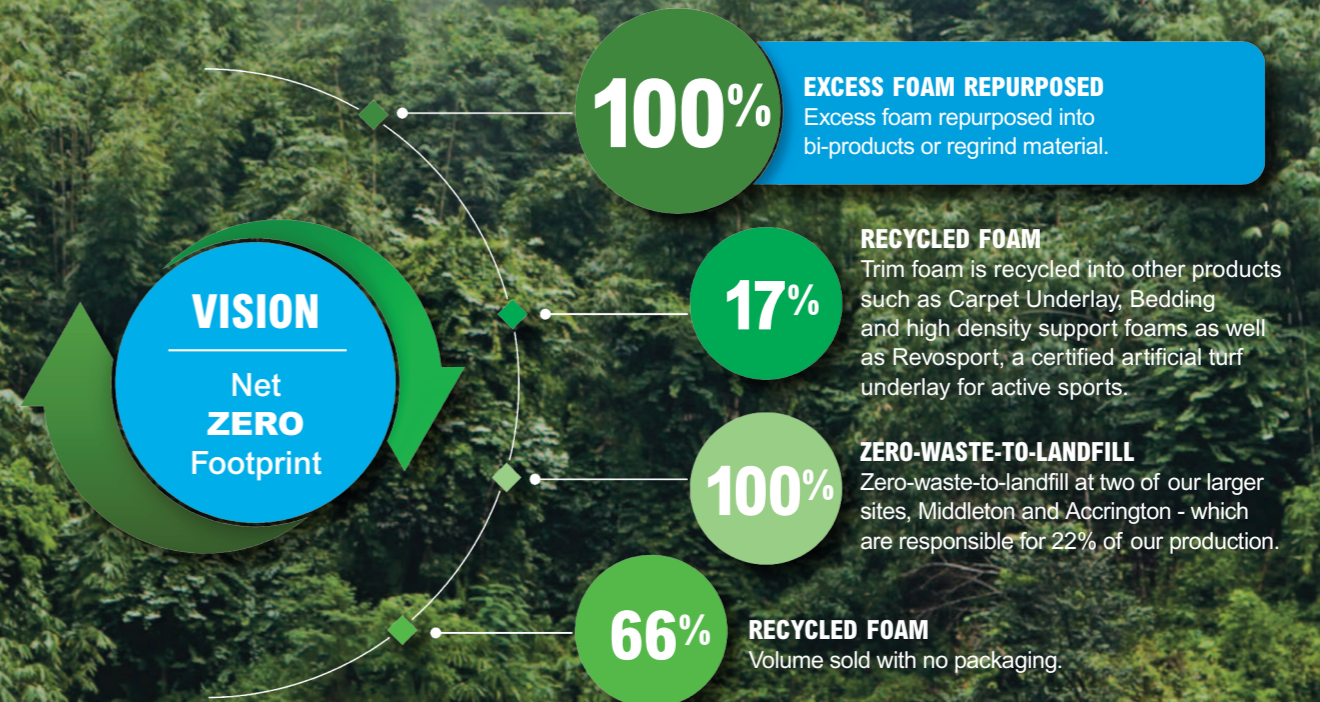
orbis **origin**

enhancing
everyday
life

We aspire to be the leader in innovation and sustainability in the flexible PU foam industry

At The Vita Group, we continuously invest to sustainably deliver the very best solutions for our customers and future generations.

As a responsible, resourceful and safe business we commit to and invest in reducing waste, increasing recycling and reusing raw materials, and conserving natural resources in pursuit of a net zero footprint.



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