

Designed for
peace of mind

	Pineapple

When we design furniture for some of the most difficult environments imaginable, the first thing we do is listen. Listen to our customers' unique challenges, their day to day needs and above all, who they need to look after.

Listening is the first step of the 'Pineapple Process', helping us to find furniture that precisely solves the problem. If we don't have something suitable, we create it. Innovative solutions, technical expertise and thoughtful design, we take pride in creating furniture that's exactly fit for purpose.

Our customers get mindfully designed furniture that works effortlessly and looks great. But much more than that, they can go to work knowing they've done everything they can to create a calm environment.

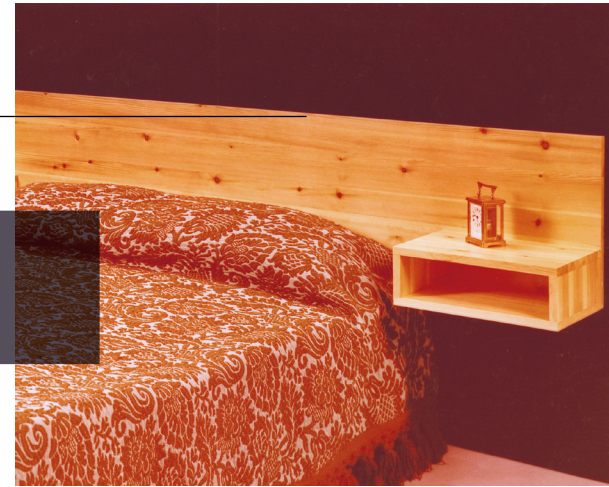
DESIGNED FOR PEACE OF MIND

IT ALL BEGAN IN

Our founder, William Hathorn, started our company in a workshop in London, England. Originally trading as Pine Productions, based on the popular wood we used to build our furniture, we crafted strong, durable products using traditional carpentry methods. But as our business grew and we began to provide furniture in a variety of materials for the healthcare market, the name no longer fitted. So, with a nod to our beginnings, we took a bold step and became Pineapple.

As our reputation for designing for demanding environments grew, so did demand for our products and we soon expanded into new premises, doubling our production capacity. We started creating technically advanced furniture for secure settings like mental health units and prisons, as well as lower risk spaces like hospitals, healthcare and education facilities. While our business is now international and our vision more ambitious than ever, we're still a family business at heart. Our work ethic and attention to detail is exactly the same as when we started in 1975.

1975



Pineapple. Strong, durable, innovative, stylish, practical, comfortable, versatile, safe, secure, designed, reliable, high quality, weighted, flame-retardant, impact-resistant, water-resistant, non-weaponisable, stain-resistant, easy wipe, ergonomic, contoured, stackable, quality-controlled, tried+tested, fully-stitched, polished, reinforced, stabilised, ballast-added, weatherproof, guaranteed, customisable, multi-coloured, multi-fabric, calming, vibrant, modular, fully-welded, floor-mounted, wall-mounted, heavy-duty, UV stabilised, hygienic, anti-microbial, reduced-ligature, transformative, indoor and outdoor, playful, adaptable, sustainable, supportive and **designed for peace of mind.**

I NEED
FURNITURE
THAT KEEPS
MY PATIENTS
SAFE



I NEED
FURNITURE
THAT KEEPS
MY RESIDENTS
CALM

Every customer comes to us with a different set of challenges and we take time to listen and understand. It helps us design the transformative furniture you need, delivering purpose and exceptional value on time and on budget.

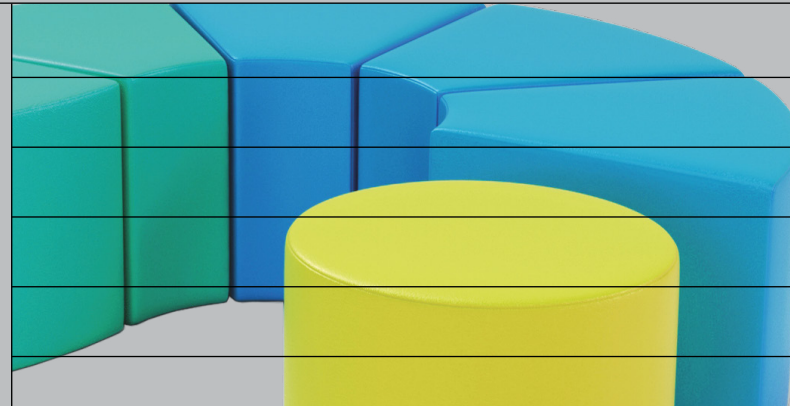
I need furniture
that's tough
enough to last
a lifetime



I need furniture
that supports
my team

THE PINEAPPLE PROCESS

We listen



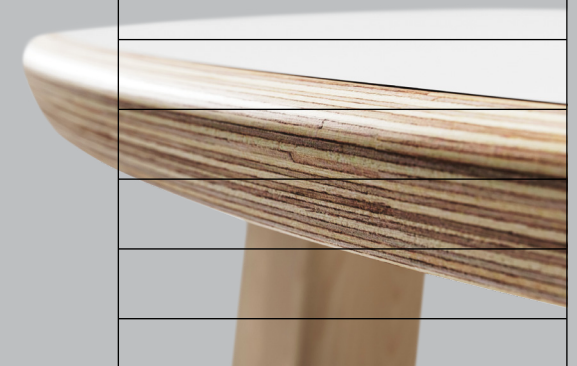
01

We listen more widely and more deeply to our customers' unique set of challenges; they might be safety concerns, maintenance issues or limited space. With forty years of experience under our belts, we're good at listening and know the right questions to ask.

02

understand

Drawing on the expertise of our Global Advisory Board and our knowledge of best practise, we identify solutions that fit each brief. Then we define exactly what your furniture needs to deliver purpose for your environment, taking physical, functional and emotional needs into account.



03

match

Now we understand your environment and precise needs, we can match you with the right products that will solve them. With hundreds of ranges to choose from, there is usually a solution that fits but if there isn't, we'll work with you to create one.

04

We deliver mindfully designed furniture that is exactly fit for purpose. We continue to learn from each new project, building the knowledge we gain into our new and existing product ranges to make them safer than ever.



deliver

DESIGN

Our most innovative designs often start when customers ask us to solve a specific problem. We love a challenge. From initial sketches to 3D printed models to prototypes, we always find a solution that works.

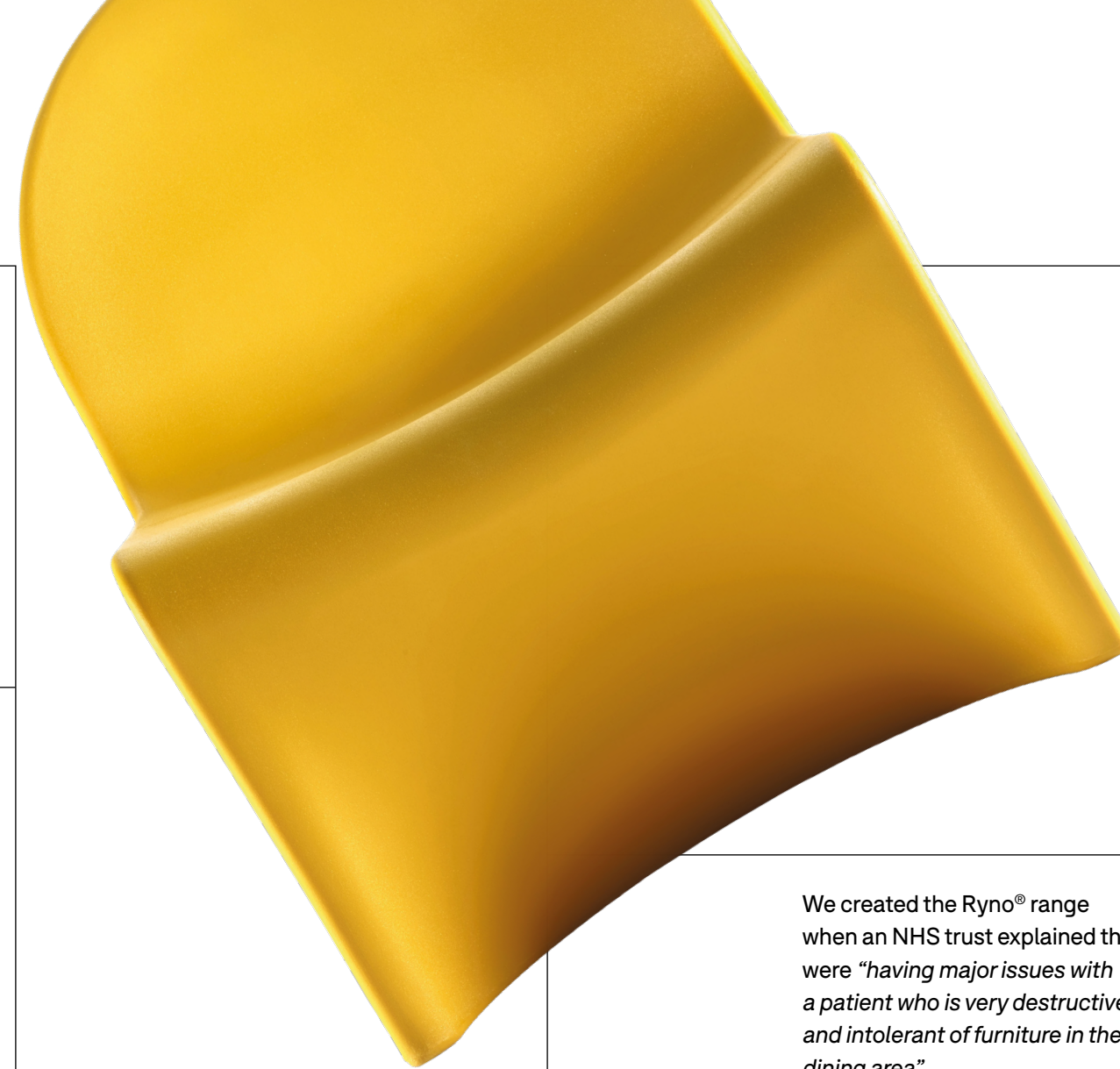
When Oxford Architects challenged us to design “a secure bed that can be moved between two positions to make access and cleaning easier”, we created the Sovie, our toughest ever bed.

Coated with Kydex®, a tough plastic commonly found in aircraft interiors, it’s easy to clean, easy to move, flame-retardant and water-resistant.

We created the Ryno® range when an NHS trust explained they were “having major issues with a patient who is very destructive and intolerant of furniture in the dining area”.

Made from an extremely strong polyethylene one-piece construction that comes with a lifetime guarantee, Ryno® can be heavily weighted to deter weaponisation and is fire-resistant, anti-microbial and weatherproof. Their bright, curved design ensures style as well as substance.

FOR LIFE







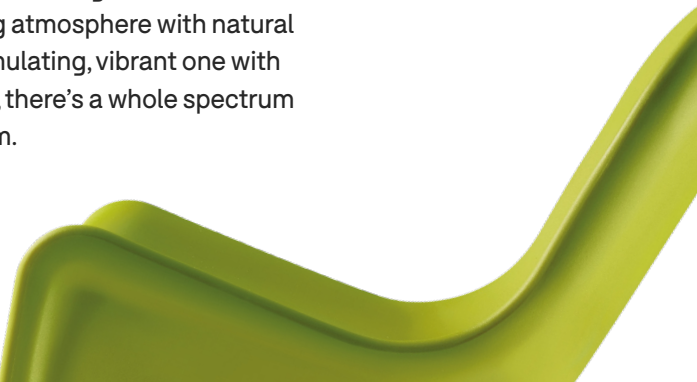
COLOUR



YOU CAN FEEL



Colour has a dramatic impact on how a space feels, and finding the right colour can help create an environment that fosters positivity and rehabilitation. That's why we asked Seymourpowell, a leading design and innovation consultancy, to help us create a therapeutic palette for our Ryno® range.



Whether you're looking to create a calm, soothing atmosphere with natural tones or a stimulating, vibrant one with bright shades, there's a whole spectrum to choose from.

WHEN A BED IS NOT JUST A BED

Hundreds of hours of design and development go into every piece of Pineapple furniture. So while you see a clean and simple design on the surface, underneath are a host of carefully designed features that make each piece truly extraordinary.

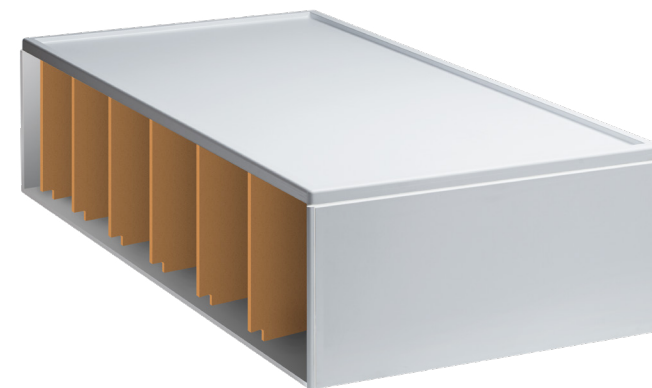


Anti-bacterial. Unlike most plastics, the surface is uninhabitable for bacteria – preventing growth of healthcare associated infections such as MRSA and C. difficile.



Flame-retardant. Achieves the highest rating for surface burning characteristics of building materials and is self-extinguishing.

Purpose-built. Stylishly designed for better staff access as well as being water-resistant with the option of having it freestanding or floor-fixed.



Durable. The surface is made from Kydex®, a material usually found inside an aircraft, which is resistant to chemical cleaners. Internal support “ribs” give extreme strength to resist all types of damage.

From initial concept right through to manufacture and delivery, we have full control of the process. We prefer it this way because it means we can keep a closer eye on the quality of all of our products.

For some products we conduct live trials with staff and patients to get detailed feedback on how the product works in the real world.

Our furniture is then strength and stability tested for severe non-domestic use. Our rolling testing program ensures we keep up to date with current standards around the world.

All of our designs are either manufactured by us or by our carefully chosen partners who produce our furniture under licence to meet our precise specification and design.

FEEDBACK

TEST

MANUFACTURE

01

02

03

04

05

06

CONCEPT

After gaining a deep understanding of the issues which need to be overcome, our product development team create initial sketches of designs.

3D PRINT

We create in-house 3D printed models of the chosen designs to experience how each piece looks and feels.

PROTOTYPE

Once we're happy with the design, we build a full-size prototype to check for comfort and postural support.

END-TO-END

MANUFACTURING

FIT FOR PURPOSE

When we say our furniture is mindfully designed, we mean that every detail is created with an understanding of where it will be used and how it will benefit our customers. After forty years of working in demanding environments, we've learnt what really matters.



Perfectly practical

For environments where hygiene is essential, we've created furniture without seams to prevent the ingress of fluids. Many of our fabrics are water-resistant and can be easily wiped or have cushions that can be removed for cleaning. Our Liberty sofa is designed with hygiene in mind; easy to remove seats allow safe inspection and thorough cleaning.



Beautifully strong

For prisons and mental health units, safety and security are the top priority.

They need exceptionally strong and durable products that can't be weaponised and are designed to make concealment of contraband near impossible. We offer sofas with four levels of reinforcement, making them exactly as strong as you need them to be. Our Ryno® range is so strong, it comes with a lifetime guarantee.



Sensitively designed

We're always mindful of the people who will use our furniture every day. Edges are designed with soft curves that will keep them safe and finished with soothing colours that will help create a calmer environment. Our Boden beanbags are especially soft and are fully stitched with no zips to prevent tampering. We use thoughtful design for those at risk, reducing ligature opportunities and conflict with others.

THE SMALLEST OF

DETAILS DEFINE

THE BIGGEST

OF IDEAS



A photograph of a modern, light-colored wooden bed and bedside table set in a lush, green forest. The bed is positioned in the foreground, with a white pillow and a light-colored blanket. The background is filled with tall, thin trees and dense foliage, creating a serene and natural atmosphere. The lighting is soft, suggesting a misty or overcast day.

A CHOICE OF COLOURS BUT IT'S ALWAYS GREEN

All the timber we use to build our furniture originates from responsibly managed forests.

As supporters of good forest management, we use only suitably certified timber wherever possible.

All our furniture is designed to last a lifetime, minimising waste and our Ryno® range is also 100 % recyclable.

Our commitment to these ideals is demonstrated in our INT-COC-001353 and ISO 9001: 2008 awards, and our FSC® Chain of Custody certificate FSC-C015370. In addition, we are certified under PEFC Chain of Custody certificate INT-PEFC/COC-001353.

FSC certified products available upon request.

**BUILT
ON**

Over the past forty years we've built our business on providing the best service and aftercare in our industry. We're proud of the strong relationships we have with our customers.

TRUST

Expert advice

With our deep understanding of purpose, we can advise you on product ranges which perfectly meet your needs.

Guarantee

Most of our furniture is guaranteed against manufacturing faults for 7 years, and our superbly durable Ryno® range comes with a lifetime guarantee, giving you total peace of mind.

Aftercare

We pride ourselves on our aftercare service. Our support continues beyond the point of sale, going the extra mile to achieve complete customer satisfaction.

Free trial

We offer free trial furniture to give you confidence you're making the right decision before committing to placing an order.

Delivery service

With our hassle-free delivery service, we place furniture in individual rooms and take away all packaging, leaving you with furniture ready for use. 94% of our orders are delivered free of charge.



LONDON, ENGLAND

HMP Wormwood Scrubs asked us to transform their visits area into a safer, less daunting space.

HMP WORMWOOD SCRUBS

The previous furniture had to be removed for safety reasons because tables were light enough to be picked up and thrown and chair cushions were presenting a concealment risk. By understanding these issues, we were able to improve prisoner, staff and visitor safety with our Ryno® range.

Our Ryno® chairs were weighted to 30kg to prevent throwing. The rotationally moulded one-piece design improved safety because they can't be easily lifted and weaponised. There are also no concealment points to stash contraband.

"The installation of Ryno chairs and tables has improved security and safety whilst providing an uplifting and visually pleasing environment for visitors and prisoners."

GALWAY, IRELAND

We were asked to create a comfortable, welcoming space for a new student complex in Galway, Ireland

"We wanted to create a welcoming space for our students to spend time in and I think we've really achieved that"

UNIVERSITY OF IRELAND



When the University of Ireland, Galway opened Goldcrest Village, a brand new student accommodation complex, they were looking for furniture to complement the clean and modern space (designed by Coady Architects).

They selected a variety of furniture upholstered in bright and vibrant fabrics: high and low back Smile chairs to provide comfortable personal space, Snug modular sofas to encourage social inclusion and Zen chairs to offer places for quiet contemplation.

These are just two of over 50,000 projects completed in the last 10 years. To see more case studies, go to pineapplecontracts.com

UNITED KINGDOM → UNITED STATES

FRANCE → DENMARK → NORWAY

→ SWEDEN → GERMANY → UAE →

NETHERLANDS →

While we started in London, Pineapple is now a truly global business.

As well as our offices in the UK, USA, France and Germany, we work with distribution partners in many other countries, giving us the capability to deliver peace of mind to customers the world over.

Our growing network in the USA is run from our office and showroom in Clawson, Michigan and distribution centre in Chicago, Illinois. We have partners countrywide, so can provide bespoke furniture solutions from coast to coast.

In 2019, we appointed a Global Advisory Board, bringing together international expertise from a variety of disciplines to help inform our research, maintain our thought leadership and ensure we continue to lead the way with exceptional products fit for our global customers.

→ NEW ZEALAND → AUSTRALIA →

Pineapple

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