

# MEDIA RELEASE

For Immediate Release  
SYDNEY, Monday 6 March 2017

# NOMI

## NOMI II is the market-leading furniture specification system

NOMI II is a human-centred technology platform, focused on making the lives of specifiers easier. Created by architect Tomek Archer and technology Expert Henry Gresson, NOMI II connects specifiers with authentic, Australian design.

NOMI II offers integrated design, technology and fulfilment infrastructure, so specifiers can order and buy products in one seamless step. Head of Technology and NOMI Co-Founder, Henry Gresson says: “Our intention was to eliminate the time and information barriers involved in the traditional quoting process.”

“Users can now look to NOMI II as a resource to access and understand how each variable of the tailoring process affects the price and lead time of the final order. They no longer have to wait for a quote, let alone options or revisions – the process has been streamlined so that everything they need to make a decision is provided,” he says.

Co-founder and designer, Tomek Archer explains: “The collection has been conceived as a range of basics, informed by a series of studies into fundamental furniture types. The adaptable series of chairs, tables and storage each have timeless and enduring qualities that are equally suited to blending in or standing out, depending on the selected customisation options.”

The first NOMI site was launched in 2013 and was developed as a proof of concept with a collection of furniture designs. In 2017 platform NOMI II is relaunched as a fully resolved, improved version that has already begun the work of servicing clients from the design and architecture industry.

### HOW IT WORKS

By systematically organising and displaying the options in one seamless interface, NOMI II provides a transparency that greatly improves furniture specification for commercial and residential projects. Using NOMI II allows users to nominate their preferred dimensions, colours and materials, which are all displayed on an interactive 3D model in real time. NOMI II also has an in-built Quote Generator that updates the order, to reflect the price and lead time of the tailored product.

NOMI II also offers a market-leading user experience, to enhance the ordering and quoting process. It gives users all the information they need to specify products. When the user completes the tailoring process, they can instantaneously save their product to a PDF quote and checkout when ready.

### DISCOVER NOMI II

NOMI II is all about the integration of technology and design. Visit the site and create an account to explore the collection of chairs, desks, benches, tables and storage solutions. Visit: [nomi.com.au](http://nomi.com.au)

**MEDIA: For more images, interviews and information, please contact:**  
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## BACKGROUND

NOMI was launched in 2013 by Tomek Archer and Henry Gresson. NOMI is a design-led company, that leverages the experience of Archer as an architect and Gresson's background in technology.

NOMI delivers human-centred design through technology, to make the lives of furniture specifiers easier. NOMI connects users with authentic design offering a range that was designed by Archer, and can be tailored to project requirements.

In 2017 NOMI is now launching a new website. It is a market-leading comprehensive furniture specification system that provides transparency to the furniture specification process.

### **Henry Gresson, Co-Founder and Head of Technology**

Henry Gresson is a technology specialist who's passionate about launching human-centred technology to the world. Throughout his career Henry has worked with platforms including the crowd financing initiative GoFundraise and he launched, Online Now which offers content managed websites to business.

Trained in Marketing and International Business, Henry specialises in harnessing technology to delivery simple, streamlined solutions.

A tool for the design industry NOMI II is the market leading furniture specification system. As Co-Founder and Head of Technology at NOMI, Henry is responsible for sales, operations, logistics and product delivery. Launching the latest iteration of NOMI's software NOMI II is a proud moment for Henry, who has worked on the evolution of the platform for over two years.

### **Tomek Archer, Co-Founder and Designer**

Tomek Archer is an Australian architect whose star is firmly on the ascent. Tomek's projects prioritise human interaction and engaging with technology in fabrication and procurement.

Trained as an architect, Tomek is the Director of Archer Office: a practice that delivers architecture and industrial design across civic, commercial and residential categories.

His integrated office operates within the fields of architecture, urbanism, interior design and product development and is known for its thoughtful approach to social settings.

As Co-Founder and Designer at NOMI, Tomek sees his furniture designs as props within a larger architectural system. The products are systematically designed to be flexible and adaptable which helps to ensure longevity. Launching the latest iteration of NOMI - NOMI II, Tomek is excited to present a streamlined solution for specifying Australian design.

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*L: Head of Technology and Co Founder Henry Gresson; R: Co-Founder and Designer Tomek Archer image by Kasia Werstak*



*The NOMI range*

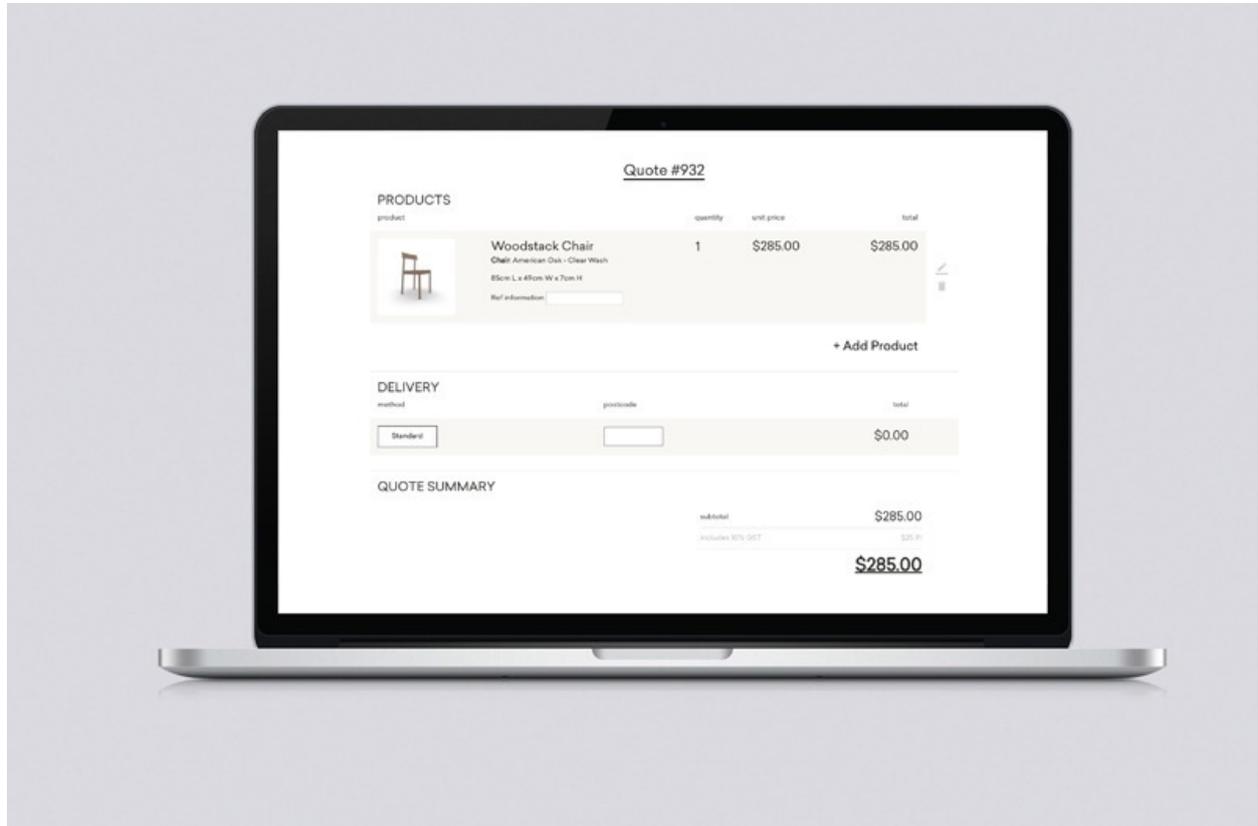


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The NOMI II website

