

POPSICLE

by FLEXA

BEAUTIFUL • BALANCED



FLEXA®

BEAUTIFUL • BALANCED

These are words that truly describe our new furniture collection. We call it POPSICLE by FLEXA. This is inspirational craftsmanship, made from the finest oak in combination with beautiful colours and child appeal.

POPSICLE is a full children's room and interior concept. POPSICLE is a collection of beds, storage units, desks and textiles. Furniture designed to meet the changing needs of children of all ages. Be inspired by a universe of stylish colours, premium materials and smart solutions.





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Scan to discover how
POPSICLE came to life.
See how we designed and
crafted the POPSICLE
collection, and how it
adds effortless style to
any home



AWARD-WINNING DESIGN



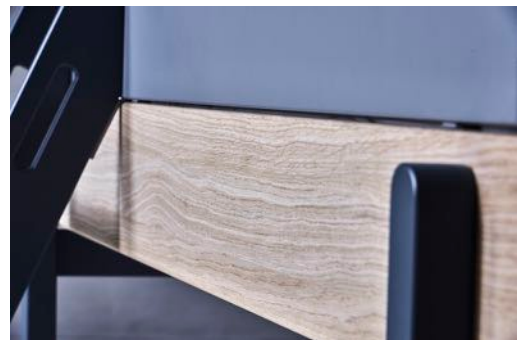
At FLEXA, we work with creative designers who convert our ideas into beautiful, functional design for children of all ages. We handpicked a young, visionary Danish design team called Herman Studio to design POPSICLE. We fell in love with their holistic way of thinking and their beautifully simple approach to drawing and drafting.

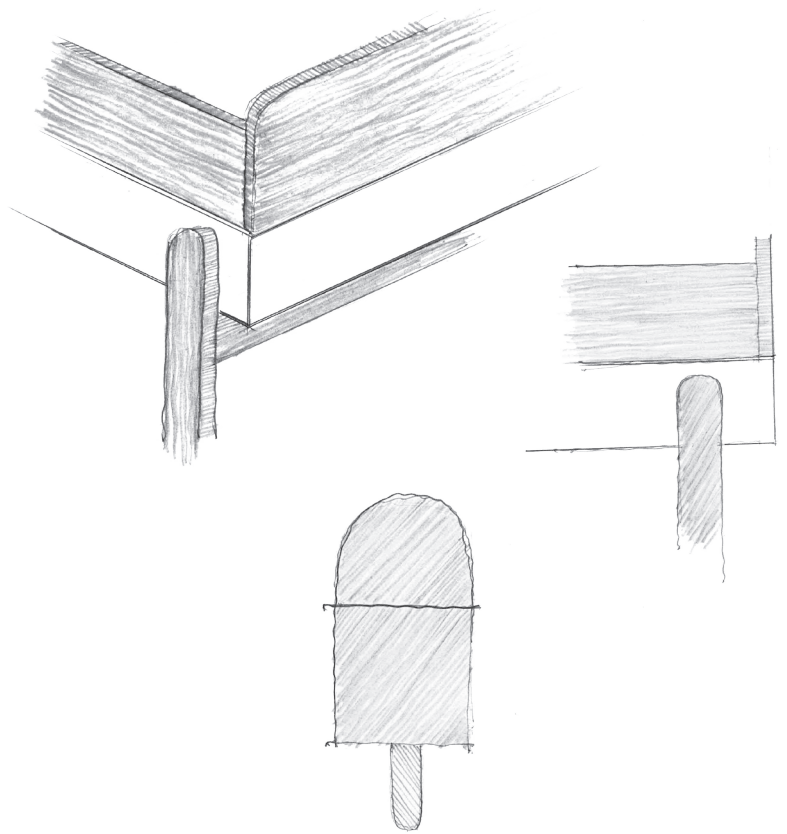
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POPSICLE is awarded the Red Dot Design Award 2017. This is one of the most prestigious accolades in the design world. POPSICLE is a shining example of strong Scandinavian design traditions, with equally strong focus on function, aesthetics and high-quality materials.



reddot award 2017
winner





OUR INSPIRATION

“POPSICLE is inspired by the simple, soft and rounded shapes of a real popsicle. A popsicle is the essence of a joyful childhood. This was our starting point. Choosing a POPSICLE product should be like picking your favourite flavour of ice cream. During the design process, we experimented with a variety of colour combinations to get the right design flavour. We made POPSICLE in colours that are child-friendly and timeless.”

*Jonas and Helle Herman Pedersen
- Herman Studio*



The essence of
POPSICLE
— by FLEXA —

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*Passion and attention to detail in all aspects of design, finish and choice of materials.
This is true **CRAFTSMANSHIP***

*Made from the finest selected **OAK**, a beautiful and strong material that lasts a lifetime*

***SPACE-SAVING** storage units that are designed especially for children and create more room to sleep, play and study*

*Beautiful colours with child appeal combined with natural materials and shapes bring **SCANDINAVIAN DESIGN** to life*

***ADAPTABLE** interior solutions made to meet the changing needs of every child*

*Safe design and **SAFE** materials to make your child's room a happy place to grow*



BEAUTIFUL, **BALANCED** COLOURS

POPSICLE is available in three colours that appeal to child and parents alike. We call them Kiwi, Cherry and Blueberry. We choose them with care – as if they were important ingredients in a delicious ice cream.

A well-balanced colour scheme is an integral part of our modern Scandinavian design philosophy. Choose from a cool shade of Blueberry, a muted Kiwi green or a dusky Cherry rose. We created these colours to imbibe tranquillity and make a unique and very personal statement in your child's room.



Kiwi



Blueberry



Cherry



CHERRY



Scan to discover
POPSICLE come to life



HOURS TO *TREASURE*

—
Mid-high beds are ideal for cocooning and hours of fun under the bed. Our unique underbed storage solution optimises space and leaves you room to display favourite toys and keepsakes

16



Mid-high bed w. slanting ladder 80-24302-33
Bookcase 81-30202-30
Narrow bookcase 81-30201-30
Chest of drawers 81-30301-33
High wardrobe 81-30504-33
Desk 82-50127-33
Desk drawers 82-20140-33
Check variety of bed linen and sheets
in current price list



PLAY, SLEEP AND LEARN WITH POPSICLE

18





BLUEBERRY









High bed w. slanting ladder 80-24502-32
Bookcase 81-30502-30
Low wardrobe 81-30503-32
Chest of drawers 81-30301-32
Desk 82-50127-32
Desk drawers 82-20140-32
Check variety of bed linen and sheets
in current price list

STAY **ORGANIZED**

If you are short on space, a high-sleeper is a godsend. This multifunctional piece of furniture can double or even triple up as a place to sleep, study and relax

WE LOVE *SHARING*

Having children share a bedroom is the perfect space-saving solution for smaller homes

24



Bunk bed 80-24401-32
Chest of drawers 81-30301-32
High wardrobe 81-30504-32
Desk 82-50127-32
Desk drawers 82-20140-32

Check variety of bed linen and sheets in current price list





FAMILY FIRST

—

Family bedrooms are trending – and family beds are ideal for use in small spaces. You may even have room to sleep unexpected guests. The unique staircase with built-in storage is the epitome of space-saving design

—



- Family bed w. staircase 90-10764-32
- Chest of drawers 81-30301-32
- High wardrobe 81-30504-32
- Desk 82-50127-32
- Desk drawers 82-20140-32
- Check variety of bed linen and sheets
in current price list



KIWI





Sofa bed 80-24102-31
Chest of drawers 81-30301-31
High wardrobe 81-30504-31
Desk 82-50127-31
Desk drawers 82-20140-31
Check variety of bed linen and
sheets in current price list

30



NEAT & SLEEK

—
A sofa bed is the perfect spot to hang out with friends. The sleek lines of the POPSICLE sofa bed ooze timeless design





Single bed w. low head and foot board 80-24103-31
Safety rail 80-24603-15
Chest of drawers 81-30301-31
Desk 82-50127-31
Desk drawers 82-20140-31
Check variety of bed linen and sheets in current price list



STAY **SAFE**

Safe design and safe materials to make your child's room a happy place to grow





- Single bed w. high head and low foot board 120cm 80-24201-31
 - Desk 82-50127-31
 - Desk drawers 82-20140-31
 - High wardrobe 81-30504-31
 - Chest of drawers 81-30301-31
- Check variety of bed linen and sheets in current price list



- High bed w. staircase 90-10766-31
 - Single bed w. high head and low foot board 120cm 80-24201-31
 - Narrow bookcase 81-30501-30
 - Desk 82-50127-31
 - Desk drawers 82-20140-31
- Check variety of bed linen and sheets in current price list

ADAPTABLE DESIGN

—
Versatile interior solutions made to meet the changing needs of every child. Combine the high bed with a single bed to create room for friends to sleep over

35





High bed w. staircase 90-10766-31
 Single bed w. high head and low foot board 120cm 80-24201-31
 Narrow bookcase 81-30501-30
 Bookcase 81-30502-30
 Low wardrobe 81-30503-31
 Desk 82-50127-31
 Desk drawers 82-20140-31
 Check variety of bed linen and sheets in current price list



FULL HOUSE

—

All in one room. Space-optimised bed design with integrated storage and plenty of room for guests

—





BEAUTIFUL **STORAGE**



Storage units made from the finest selected oak, a beautiful, strong material that lasts a lifetime



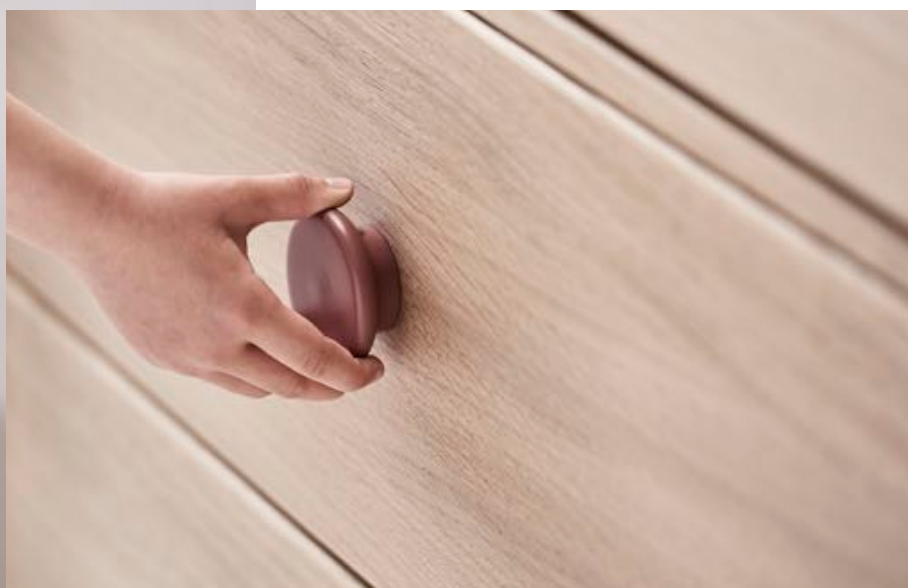
IT'S ALL ABOUT ***DETAILS***

Space-saving storage units designed for children and to provide more room to sleep, play and study

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With soft-close to
protect tiny fingers



Mid high bed w. staircase 90-10765-33
Chest of drawers 81-30301-33
Bookcase 81-30202-30
Narrow bookcase 81-30201-30



POPSICLE COLLECTION

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BEDS

SINGLE

3-7 years
8+ years



MID-HIGH

3-7 years



HIGH

8+ years



2-IN-1-ROOM

3-7 years
8+ years



Available in 3 colour combinations



Kiwi



Cherry



Blueberry

STORAGE

STUDY

BED LINEN

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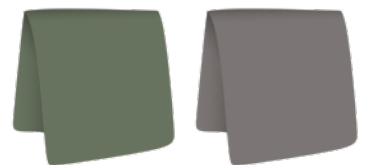
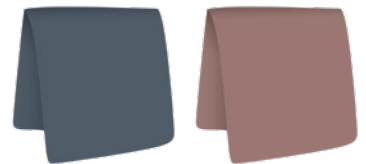
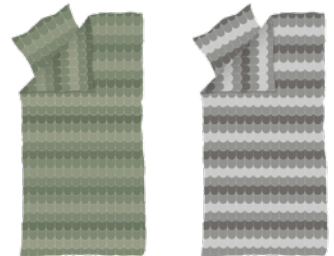
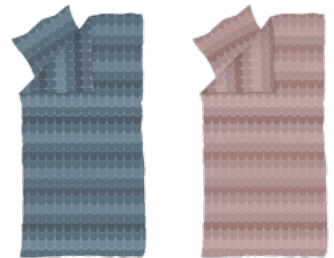
LOW



HIGH



WARDROBES





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