

Commune®

**PRODUCT
BRANDING &
STYLE GUIDE**

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FACT SHEET

THE ROVER COLLECTION IS DESIGNED TO BE A GLAMOROUS REMINDER OF THE WORLD OF THE LEISURE CLASS, WITH ITS STRONG TRADITIONS OF HUNTING, HORSE RACING, COUNTRY CLUB VISITS AND EXOTIC TRAVEL. TO ACHIEVE THIS, THE RUSTIC-MODERN COLLECTION UTILISES HINTS OF DARK TROPICAL WOOD, EUROPEAN BEECH, VINTAGE-INSPIRED LEATHER, TRADITIONAL BRITISH TWEED, WIRE GRILLS AND BRASS CAPS. THE TRADITIONAL, RICH, DARK AND WARM COLOUR PALETTE AND COSY TEXTURES CAPTURE THE FLAVOUR OF OWNING A HERITAGE, LAIDBACK COUNTRY HOME WITH THE ROMANTICALLY NOSTALGIC APPEAL OF THE EQUESTRIAN CHIC.

ROVER DATA

MATERIALS

Solid acacia wood top with acacia veneer overlay
(coffee table, end table, TV unit, dining table, sideboard, utility cabinet)

Solid European beech legs with brass-finished caps
(coffee table, end table, dining table, sideboard, utility cabinet, bench, ottoman, sofa, dining table, bookshelf)

Acacia veneer overlay on engineered wood panels
(TV unit, bench, sideboard, utility cabinet, bookshelf)

Tropical wood legs *(TV unit, lounge chair, utility cabinet, sideboard)*

Genuine leather shelf
(coffee table, end table)

STYLE

Modern vintage
Equestrian chic
Rustic chic, rustic modern
For the modern, elegant and urban customer, who seeks furniture that walks the fine line between casual and tailored, thoughtful and spontaneous

Elements of European tailoring and classic silhouettes

ITEMS IN COLLECTION

Dining table, dining chairs, end table, TV unit, coffee table, benches, sideboard, utility cabinet, lounge chair, sofa, bookshelf

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



ROVER COFFEE TABLE

120 X 60 X 35 CM / 140 X 70 X 35 CM

- **Top:** Acacia veneer overlay on solid acacia wood, brass inlay
- **Legs:** Solid beech with brass-finished caps
- Genuine leather shelf

Key selling points:

- Rounded edges make it kid-friendly
- Unique brass inlay and leather shelf design for a luxurious and vintage look
- Unique brass caps for a rustic look
- Affordable pricing
- Sophisticated craftsmanship – requires skill in working with solid timber, because edges have to be perfectly shaped, sanded and curved to echo the softness of modern vintage designs



ROVER UTILITY CABINET

80 X 45 X 120 CM

Top: Acacia veneer overlay on solid acacia wood

All other panels: Acacia veneer overlay on plywood

Legs: Rubber wood with brass-finished caps

Key selling points:

- Unique brass finishes for a modern rustic, vintage and luxurious look
- Affordable pricing



ROVER BOOKSHELF

120 X 38 X 180 CM

Acacia veneer overlay on plywood shelving

Legs: Solid beech with brass-finished caps

Key selling points:

- Unique brass finishes for a modern rustic, vintage and luxurious look
- Affordable pricing

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



ROVER END TABLE

48 X 43 X 50 CM

Top: Acacia veneer overlay on solid acacia wood, brass inlay

Legs: Solid beech with brass-finished caps.

Genuine leather shelf

Key selling points:

- Rounded edges make it kid-friendly
- Unique brass inlay and leather shelf design for a luxurious and vintage look
- Unique brass caps for a rustic look
- Affordable pricing
- Sophisticated craftsmanship – requires skill in working with solid timber, because edges have to be perfectly shaped, sanded and curved to echo the softness of modern vintage designs



ROVER 3-SEATER SOFA

215 X 85 X 90.5 CM

Fabric upholstered cushions

Genuine leather straps

Legs: Solid beech and brass-finished caps

Key selling points:

- Rounded edges make it kid-friendly
- Tweed fabric for an old-world elegant look
- Unique brass caps for a rustic look
- Affordable pricing

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



ROVER LOUNGE CHAIR

85 X 70 X 85 CM

Rubber wood frame with brass-finished caps

Key selling points:

- Rounded edges make it kid-friendly
- Tweed fabric for an old-world elegant look
- Unique brass caps for a rustic look
- Affordable pricing



ROVER OTTOMAN

63 X 53 X 43 CM

Solid beech legs with brass-finished caps

Key selling points:

- Rounded edges make it kid-friendly
- Tweed fabric for an old-world elegant look
- Unique brass caps for a rustic look
- Affordable pricing



ROVER DINING TABLE

180 95 X 75 CM / 150 X 85 X 75 CM

Top: Acacia veneer overlay on solid rubber wood, brass inlay

Legs: Solid beech with brass-finished caps

Key selling points:

- Rounded edges make it kid-friendly
- Unique brass inlay and caps for a rustic, luxurious and vintage look
- Affordable pricing
- Sophisticated craftsmanship – requires skill in working with solid timber, because edges have to be perfectly shaped, sanded and curved to echo the softness of modern vintage designs

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



ROVER ARMCHAIR

55 X 59 X 84 CM

Rubber wood frame and brass-finished caps

Key selling points:

- Rounded edges make it kid-friendly
- Tweed fabric for an old-world elegant look
- Unique brass caps for a rustic look
- Affordable pricing
- Sophisticated craftsmanship – requires skill in working with solid timber, because edges have to be perfectly shaped, sanded and curved to echo the softness of modern vintage designs



ROVER SIDECHAIR

47 X 58 X 84 CM

Rubber wood frame with brass-finished caps

Key selling points:

- Rounded edges make it kid-friendly
- Tweed fabric for an old-world elegant look
- Unique brass caps for a rustic look
- Affordable pricing



PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



ROVER SIDEBOARD

180 X 45 X 80 CM

Top: Acacia veneer overlay on solid acacia wood top

All other panels: Acacia veneer overlay on plywood

Doors: Brass-finished metal grilles

Legs: Rubber wood legs with brass-finished caps

Key selling points:

- Unique brass finishes and grilles for a modern rustic, vintage and luxurious look
- Affordable pricing



ROVER BENCH

150 X 44 X 47.5 CM

Top: Acacia veneer overlay on plywood

Legs: Solid beech with brass-finished caps

Key selling points:

- Rounded edges make it kid-friendly
- Tweed fabric for an old-world elegant look
- Unique brass caps for a rustic look
- Affordable pricing

CARE & MAINTENANCE

ACACIA OVERLAY ON SOLID ACACIA OR ENGINEERED WOOD

Avoid placing hot objects directly on the surface – use thick coasters or pot holders as a base.

Wipe away spills immediately to avoid staining.

Avoid placing in direct sunlight to prevent discolouration or bleaching. Use day curtains for your windows if the furniture is within the path of natural light.

Avoid placing the item in an overly humid area or area with a lot of moisture – this will cause warping or bubbles to form.

Do not wipe with a soaking wet cloth; instead, use a slightly damp cloth (don't use chemical cleaners) to wipe the wood surface, followed by a dry cloth to absorb excess moisture.

Use a soft brush to clean and remove any dust or dirt. Dust regularly with a slightly damp, soft, lint-free cloth.

Apply wood wax, or quality cleaner formulated for wood furniture, on the surface monthly to prevent cracking. Do not use aerosol-powered cleaners or polishes. Also, do not use polishes containing waxes or abrasives, or polishes that are oil-based.

Lift furniture while moving, do not drag to prevent the screws from coming loose.

Avoid the application of blunt or heavy force directly on the wood surface to prevent cracking.

Denting, caused by extreme pen pressure when writing, can also damage veneer. Use desk pads or some other protection where a lot of paperwork is done.

Objects should be lifted instead of dragged across the wooden surface. Protective pads should be used under items with a rough bottom.

Don't place a potted plant on a veneer surface unless it's in a water-tight container or in a drip tray.