



# FLOW

BY LOFT<sup>®</sup>

Where Flow Meets Community:  
The Next Generation of Shared Living

# FLOW by LOFT

## Where Flow Meets Community: The Next Generation of Shared Living

Enhancing ROI by Leveraging Psychology-Inspired Design To Create Human Connection

### The Flow State Revolution in Residential Design

Inspired by psychologist Mihaly Csikszentmihalyi's groundbreaking research on optimal human experience known as "the flow state", FLOW by LOFT transforms living spaces into catalysts for peak performance and authentic connection. Designed exclusively for forward-thinking developers and operators across multifamily, student housing, and co-living sectors, our system delivers:

- 27% faster lease-ups through differentiated wellness spaces
- 19% higher retention via community-building design
- 14% NOI growth from premium amenity monetization
- LEED certification-ready solutions with partner Senchuan.

### The F.L.O.W. Framework: Engineering Optimal Human Experiences

#### F = Furnishing for Focus

*Solving:* The distraction epidemic in shared environments

*Flow State Science:* Creates "challenge-skill balance" (Csikszentmihalyi's 1st principle)

- **Neuro-Ergonomic Workstations:** Body-adaptive furniture with focus-enhancing textures
- **Acoustic Ecosystems:** Recycled PET bottle sound panels (67,000 bottles/ton)
- **Tech Sanctuaries:** Device-free zones with analogue creativity tools

*Operational Impact:* 23% higher space utilization in pilot properties

#### L = Living Opportunities

*Solving:* The loneliness crisis in urban housing

*Flow State Science:* Fosters "immediate feedback" and "shared goals"

- **Connection Carousels:** Rotating seating made from recycled fishing nets
- **Cultural keystones:** Community recipe walls and story-sharing nooks
- **Serendipity Engines:** Modular furniture that evolves with resident needs

*Proven Outcome:* 5X more spontaneous interactions

#### O + W = Orchestrated Wellbeing

*Solving:* The burnout pandemic

*Flow State Science:* Enables "loss of self-consciousness" and "time transformation"

- **Circadian Lightscapes:** FSC-certified wood frames with biodynamic lighting
- **Collective Restoration Pods:** Vibration-sensitive group meditation spaces
- **Biophilic Breathing Rooms:** Air-purifying plant walls with community care stations

*ROI Evidence:* 17% rent premiums for wellness-positioned units

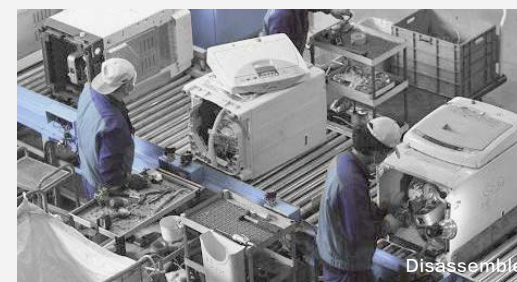


As a company, LOFT recognizes the precious nature of the Earth's resources and has always regarded sustainable development as a core responsibility. Through innovative design and the use of environmentally friendly materials, we are committed to minimising our impact on the environment and promoting green production. We believe that every product is a promise for the future, and it is our common responsibility to guard nature.

# 01 The Rebirth of Plastic

## Source of material

In order to reduce the unnecessary creation of new plastics, LOFT has launched a line of recyclable plastics, which are made from recycled old home appliances and plastic waste recovered from the ocean.



Disassemble



Granulation

## Craft reinvention

LOFT meticulously selects high-quality recycled materials that undergo rigorous sorting, not only embodying environmental stewardship but also rivaling the quality of virgin materials. Through a series of precise processes that begins with disassembly, washing, and pelletising, the recycled materials are transported via pipelines to injection molding machines, where they are revitalised through modern manufacturing techniques, achieving a new cycle of resource regeneration.

## Standard certification

The materials we use are compliant with the Global Recycling Standard (GRS) and certified by third-party certification organizations such as Intertek, ensuring traceability with every order.

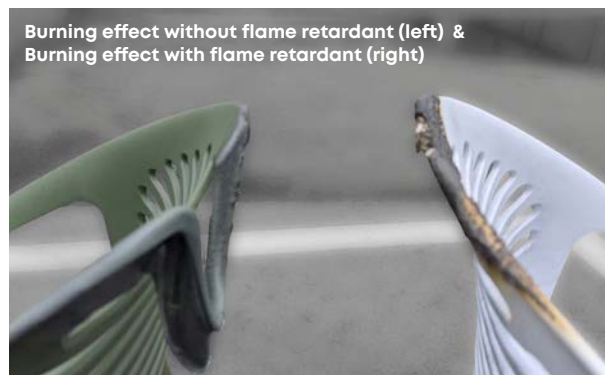
# FROM NATURE BACK TO LIFE



## Flame retardant PP

LOFT's range is fully compatible with fire safety standards, through the inclusion of flame retardant raw materials and glass fibre, as well as other reinforcing raw materials. This ensures a balance between flame retardant performance, strength, and toughness of the product without compromising quality.

As shown in the figure, the flame retardant-added samples rapidly halted the burning process, with only the outermost layer peeling off. In testing, samples were able to rapidly self-extinguish within 10 seconds, with no burning residue separating from the furniture.



Burning effect without flame retardant (left) & Burning effect with flame retardant (right)





- The same applies to recycled materials

Compared with the conventional material plastic chairs, products with fire retardant and fireproof, antibacterial and sunscreen properties are suitable for application in more diverse space scenes, whether private living space or public places. For example, for large commercial space - such as gy-mnasiums, conference halls, cafeterias, etc., the use of frequent personnel intensive, more need to consider the safety and health issues.

## Antibacterial PP

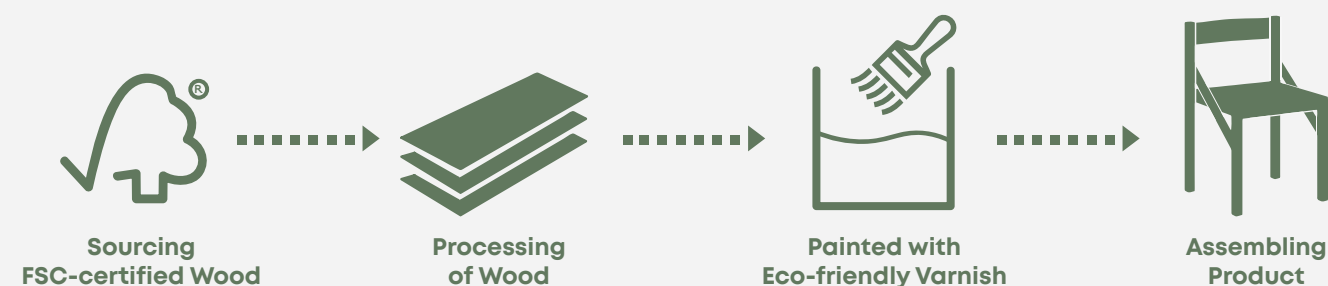
LOFT incorporates safe and environmentally friendly antimicrobial materials during the production process. These provide a slow-release, long-lasting antimicrobial effect without compromising the toughness or strength of the moulded back. The data below demonstrates the comparative effectiveness of our products with and without antimicrobial treatment.

The antibacterial rate data obtained 24 hours after in-oculating the sample plastic sheet with bacterial suspension.

• <b>Escherichia coli</b>		<b>93.9%</b>	
	Sample	Antibacterial rate	Control sample
• <b>Staphylococcus aelobacter</b>		<b>99.7%</b>	
	Sample	Antibacterial rate	Control sample

- The control sample is a plastic film without antibacterial properties.

Sustainability is both a philosophy and a commitment. Putting our principles into practice, LOFT uses FSC certified wood, sourced from responsibly managed forests, delivering better quality and durability.



## Nature & Craft

LOFT's solid wood products are minimalist in design - both aesthetically pleasing and built to last. Their versatility allows seamless integration with existing furniture, while preserving the wood's natural colour through elegant, subtle finishes. With meticulous attention to detail and superior craftsmanship, these timeless pieces transcend passing trends, ultimately contributing to resource conservation through their longevity.





# For Mixed Environments



1. EDEN SOFA  
2. TB-29W  
3. TB-33-60(45cm)



## DAIGH SOFA



DAIGH offers versatile configuration options beyond conventional arrangements. Not limited to a single format, its comfort-focused customisation through adaptable design allows for multiple grouping possibilities to suit any space.

- 1. DAIGH SOFA
- 2. META-LWS
- 3. HILDA-T2





## ZUCCA



1. ZUCCA-R
2. ZUCCA-2
3. MAY-T2

ZUCCA features streamlined profiles that enhance the sophistication of these upholstered pieces. Each item balances elegant contours with exceptional comfort, while every curve and angle showcases exquisite craftsmanship found throughout the collection.

05-06

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1

2





1

2

# WALLY

WALLY is suitable for amenity spaces and individual residential units alike.







1. WYL-01HW  
2. WYL-01HW-TABLE  
3. TB-33-60(45cm)



1. BHT503S  
2. TB-09-01N



# INSPIRATION

Strategic sofa placement is key to orchestrating the flow of interaction and cultivating a sense of connection within resident communities.



1. UX-53  
2. HILDA-T2



1. CSC472L  
2. CSC472R  
3. TB-10-5050A





## VERDI

Clean lines, effortless form, and a subtle pop of color—this sofa range blends minimalist structure with inviting comfort. The crisp green upholstery brings a natural, refreshing tone to the room, while the slim black frame adds a graphic edge, making it ideal for both modern living spaces and stylish offices.



## COVE



A sanctuary of softness designed for slow living, this plush, sculptural sofa invites you to sink in and stay a while. Its gently curved silhouette and deep, rounded arms create a sense of calm and comfort.



# For Working

LOFT®



1

2

3

- 1. RX-12W
- 2. TB-19-80160
- 3. BLISS-09N

19-20

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## AURA



The height and depth of the seat in relation to with the table determines the comfort of the user, and the right proportions make long hours of work easy.



## LAZY

1. AURA-17NS  
2. LZ-09





1. QUS-09N  
2. QU-01



# BAFFIN

Baffin offers exceptional versatility, adapting seamlessly to diverse environments. Baffin can be tailored for optimal comfort and to perfectly complement the unique ambience of each space, with upholstered options for the back and seat to enhance comfort and let you curate the desired aesthetic throughout your properties.



1



2

3

- 1. BAFS-AR
- 2. BAFS-09N
- 3. BAF-17N



VIVID





# STACKS



1. STACKS  
2. TB-06-80



1. PIP-BAR01-PAD02  
2. TB-22-100200BAR



# For Study



1. ELET-89  
2. TB-02-80160ZB

1

2



# FLEX

FLEX chair stands out with its back's openwork design, a pattern that subtly suggests the movement of windmills. The chair's sharp, uncluttered form offers visual lightness and promotes a sense of calm. The staggered arrangement of the hollow elements adds a touch of dynamic interest to study areas, preventing a feeling of dullness and encouraging a more focused environment.



1. FX-FOLD
2. FX-01



# NEAT



1

1. NET-01  
2. NEAT-01



2

The simple lines and calm tones of the NEAT series can blend perfectly with large spaces environments, conveying a professional image and adding a sense of stability.





# ROMA

In quiet working areas, seating should be more than just functional; it's a comfortable companion that supports residents as they focus on their work, making the experience both productive and comfortable.





1. BLISS-18N



1. TB-22-100200BAR  
2. POPPY-BAR



# For Dining



1. CLO-1  
2. TB-33-5555 (75cm)



1. AFM1534-453  
2. PW-036-3





1

2



WM

LOFT®



1. WM-03W-PAD  
2. WM-02BAR-76W



# SEDATE



1. SEDATE-75R

# QIN



1. QIN-S  
2. TB-37-100





# For Outdoors

Built to last, our resilient outdoor furniture defies wind and rain, offering a durable yet comfortable space to relax, socialise and enjoy the outdoors.

- 1. ELFI
- 2. FUSE
- 3. TB-15-K60M



Brightly coloured outdoor tables and chairs add a vibrant splash of energy and bring endless fun to social spaces.



1. CLAY-PP  
2. TB-01-80



1. WA-01  
2. MP





# TIG



- 1. DALI
- 2. TB-01-80
- 3. TIG





WM  
Designed by Chen Zhiyi



STY: WM-02W  
H: 76cm  
W: 48.5cm  
D: 48.5cm  
SH: 45cm



STY: WM-02FW  
H: 76cm  
W: 55.5cm  
D: 53cm  
SH: 45cm



STY: WM-02BAR-65W  
H: 95cm  
W: 51cm  
D: 52cm  
SH: 65cm



STY: WM-02BAR-76W  
H: 106cm  
W: 53cm  
D: 53.5cm  
SH: 76cm



STY: WM-02  
H: 76cm  
W: 48.5cm  
D: 50cm  
SH: 45cm



STY: WM-02F  
H: 76cm  
W: 55.5cm  
D: 52.5cm  
SH: 45cm



STY: WM-02BAR-65  
H: 95cm  
W: 51cm  
D: 51.5cm  
SH: 65cm



STY: WM-02BAR-76  
H: 106cm  
W: 53cm  
D: 53cm  
SH: 76cm



STY: WM-03W-PAD  
H: 76.5cm  
W: 46.5cm  
D: 52cm  
SH: 45cm

- Regular Colors-PP:
- White
- Black
- Gray

- Regular Colors-Wood:
- Black
- Oak
- Walnut

- Selectable Colors-PP:
- Matcha
- Blue
- Brown

- Ginger
- Navy Blue
- Klein Blue
- Olive Green



VIVID

Designed by **Chen Zhiyi**



**STY: VI-11W**  
H: 79.5cm  
W: 44.5cm  
D: 51.5cm  
SH: 43.5cm

 Pad





**STY: VI-08WNP**  
H: 79cm  
W: 45cm  
D: 54cm  
SH: 46.5cm

 Pad





**STY: VI-01**  
H: 78.5cm  
W: 54cm  
D: 53cm  
SH: 44.5cm

  Pad



**STY: VI-05**  
H: 78cm  
W: 54cm  
D: 54cm  
SH: 44.5cm



  Pad

MEET

Designed by **Chen Zhiyi**



**STY: MEET-03W**  
H: 77.5cm  
W: 61.5cm  
D: 53.5cm  
SH: 44cm

  Pad




**STY: MEET-08WNP**  
H: 79cm  
W: 61.5cm  
D: 53.5cm  
SH: 45cm

 Pad




**STY: MEET-06**  
H: 78.5cm  
W: 61.5cm  
D: 54.5cm  
SH: 44cm

  Pad





**STY: MEET-09**  
H: 80.5cm  
W: 63cm  
D: 51cm  
SH: 47cm

 Pad




**STY: VI-09N**  
H: 79cm  
W: 45cm  
D: 52.5cm  
SH: 45cm

  Pad




**STY: VI-09**  
H: 82cm  
W: 44.5cm  
D: 51cm  
SH: 47cm

 Pad




**STY: VI-10**  
H: 79cm  
W: 44cm  
D: 51.5cm  
SH: 45cm

 Pad



**STY: VI-15N**  
H: 77.5cm  
W: 50.5cm  
D: 55.5cm  
SH: 45cm

 Pad



**STY: MEET-09N**  
H: 79cm  
W: 61.5cm  
D: 53.5cm  
SH: 45cm

  Pad




**STY: MEET-10**  
H: 78cm  
W: 63cm  
D: 52.5cm  
SH: 44.5cm

 Pad




**STY: MEET-15N**  
H: 78cm  
W: 61.5cm  
D: 55cm  
SH: 44.5cm

 Pad



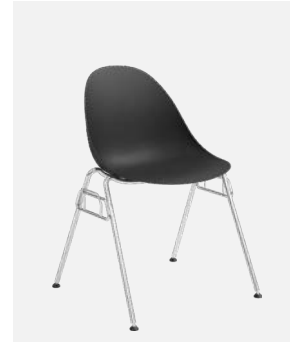
**STY: MEET-17N**  
H: 79cm  
W: 61.5cm  
D: 55.5cm  
SH: 44.5cm

  Pad



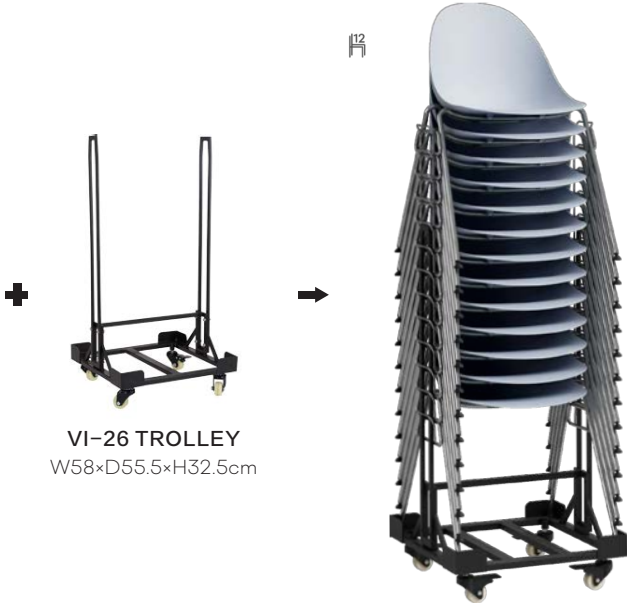
**STY: VI-26TR**  
H: 81cm  
W: 58cm  
D: 55.5cm  
SH: 47.5cm

 Pad



**STY: VI-26**  
H: 81cm  
W: 58cm  
D: 55.5cm  
SH: 46.2cm



 Pad



**VI-26 TROLLEY**  
W58×D55.5×H32.5cm



**STY: MEET-18N**  
H: 79.5cm  
W: 61.5cm  
D: 53.5cm  
SH: 45cm

  Pad





# TABLE



## TB-37 NEW

Designed by **Chen Zhiyi**



STY: TB-37-100  
H: 75cm  
Ø: 100cm



STY: TB-37-8080  
H: 75cm  
L: 80cm  
W: 80cm



STY: TB-37L-60  
H: 35cm  
Ø: 60cm

Table Colors:



## BEEM

Designed by **Claudio Bellini**



STY: BEEM  
H: 75cm  
L: 160cm  
W: 80cm

## CHINESE ERA

Designed by **Cai Liechao**



STY: BYY80160  
H: 75.5cm  
L: 160cm  
W: 80cm

## ELEPHANT

Designed by **Carlos Chen**



STY: BSC1010 / BSC1680  
H: 75cm  
L: 100cm / 160cm  
W: 100cm / 80cm

## TB-05

Designed by **Chen Zhiyi**



STY: TB-05-70120  
H: 75cm  
L: 120cm  
W: 75cm

## TB-01

Designed by **Claudio Bellini**



STY: TB-01-80  
H: 74cm  
Ø: 80cm

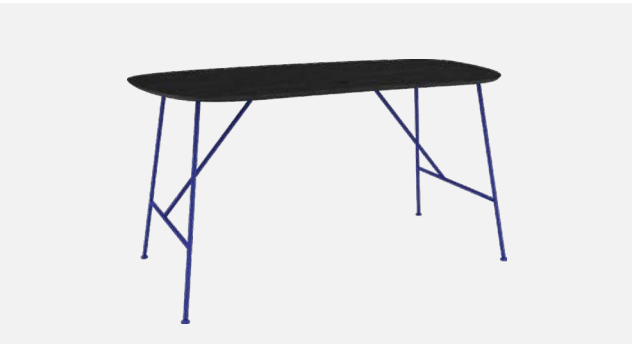




BUD



Designed by **Chen Zhiyi**



STY: TB-20  
H: 75cm  
L: 142.5cm  
W: 74cm



STY: TB-20D-80160  
H: 75cm  
L: 160cm  
W: 80cm

Table Top Colors:      Table Legs Colors:

Oak	Black	Klein Blue	Black

TB-19



Designed by **Claudio Bellini**



STY: TB-19-120240 / TB-19-90180 / TB-19-80160  
H: 75cm  
L: 240cm / 180cm / 160cm  
W: 120cm / 90cm / 80cm

TB-11



Designed by **Chen Zhiyi**



STY: TB-11-80160KBT  
H: 74cm  
L: 160cm  
W: 80cm

TB-09



Designed by **Chen Zhiyi**



STY: TB-09-01N  
H: 44.5cm  
L: 55.5cm  
W: 54cm



STY: TB-09-02N  
H: 40cm  
L: 88cm  
W: 58cm



STY: TB-09-03N  
H: 40cm  
L: 130cm  
W: 59.5cm

TB-10



Designed by **Chen Zhiyi**



STY: TB-10-5050A  
H: 43cm  
L: 50cm  
W: 50cm



STY: TB-10-5075A / TB-10-50100A  
H: 43cm  
L: 75cm / 100cm  
W: 50cm



STY: TB-10-5075B / TB-10-50100B  
H: 63cm  
L: 75cm / 100cm  
W: 50cm



STY: DFA1705H  
H: 164.5cm  
L: 100cm  
W: 40cm



STY: DFA1705L  
H: 94.5cm  
L: 100cm  
W: 40cm



STY: STA-01  
H: 170cm  
L: 100cm  
W: 41cm



STY: HUD  
H: 160cm  
Ø: 30cm



STY: CR-02-80 / CR-02-100  
H: 142cm  
L: 80cm/104cm  
W: 54.5cm



STY: DXF1502  
H: 170cm  
L: 125.5cm  
W: 39cm





# Meet the Team



**Benjamin Hall**  
Founder  
benjamin.hall@loft.co.uk



**Natalie Gray**  
Interior Design Manager  
natalie.gray@loft.co.uk



**Ben Relton**  
Group Sales Director  
ben.relton@loft.co.uk



**Tom Forder**  
Head of Projects  
tom.forder@loft.co.uk



**Lizzie Healey**  
Estimating Manager  
lizzie.healey@loft.co.uk



**Laura Clarke**  
Business Development Director  
laura.clarke@loft.co.uk

## Unlock Premium Value and Thriving Communities with FLOW by LOFT.

Understanding the needs of today's renters – from the rise in social anxiety (62% of Gen Z - APA, 2023) to the willingness to pay more for wellness (20% premium - JLL) – FLOW by LOFT delivers tangible benefits:

- 1 Competitive Edge:** Psychology-inspired interior design that sets your properties apart.
- 2 Sustainable & Secure Assets:** Future-proof investments meeting ESG standards and backed by strong warranties.
- 3 Stronger Communities:** Design that actively combats loneliness and fosters resident connection.

## Your next steps

Take the Next Step Towards Enhanced ROI and Resident Satisfaction:

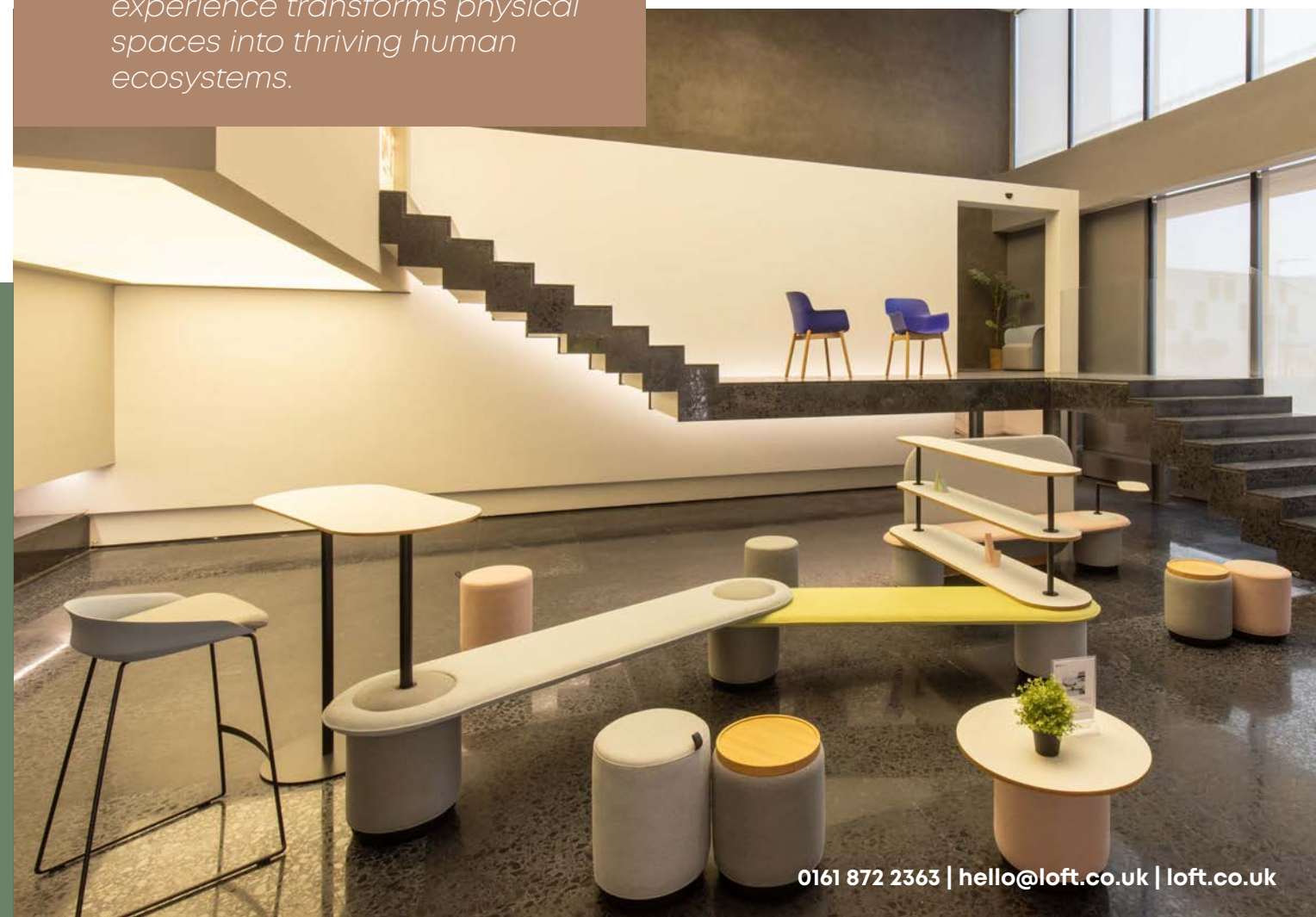
Explore Your Options:

- 1 High-Impact Retrofits:** Start seeing results with FLOW Connect installations.
- 2 Scalable New Build Solutions:** Discover our pre-designed kits for developments of 50 to 500+ units.
- 3 Bespoke Design Psychology:** Let our experts tailor solutions to your unique resident profile.

Act Now: Secure your allocation of Senchuan's recycled materials – quarterly demand is high.

### FLOW by LOFT

*Where the science of optimal experience transforms physical spaces into thriving human ecosystems.*



## Contact Us

Visit [loft.co.uk](https://loft.co.uk) to place your order online.

Or to contact [wecare@loft.co.uk](mailto:wecare@loft.co.uk) or call **0161 872 2363** to talk directly to our customer service team.

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**Call us!**





# Our Manufacturing Partner

Leveraging three decades of furniture experience, Senchuan uniquely blends Chinese design with Western production technology to create expert minimalist furniture.



Our central "Green, ecology, low-carbon, circulation" ethos drives environmentally friendly practices, earning us China's first CQC

environmental certification for plastic furniture and ensuring compliance with European standards including EN12520, EN1728, and REACH.

We combine advanced techniques with skilled craftsmanship to deliver exceptional, stylish, and sustainable products.

## The Senchuan Difference: Where Sustainability Meets Performance

Our manufacturing partner Senchuan embeds circular design into every solution:

- **Material Revolution**
  - Turning PET bottles into fabric - 67,000 bottles into 1 Ton of renewable yarn
  - Recycling discarded domestic appliance casings to create materials
  - Recycling discarded ropes and fishing tackle to create furniture
- **Operational Advantages**
  - 4.2 tons CO2 saved per installation
  - 9.2 tons water conserved per 100 units
  - LEED/GREENGUARD certification readiness

## The Developer's Toolkit: 5 FLOW Packages That Perform

Package	Flow Principle	Key Features	Senchuan Materials
Flow Connect	Social Synergy	Rotating conversation pits, memory walls	Recycled fishing net tabletops
Flow Create	Creative Emergence	Writable walls, analog maker stations	PET bottle sound panels
Flow Restore	Collective Renewal	Circadian light gardens, sound baths	FSC-certified wood structures
Flow Fuel	Nourishment Rituals	Chef's table kitchens, vertical pantries	Appliance-casing countertops
Flow Play	Joyful Engagement	Game theory tables, improv stages	Marine rope flooring

## Activation Strategies for Maximum ROI

- For Leasing Teams:**
  - Host "Flow State Workshops" in Create hubs
  - Use Connection carousels for speed-meeting events
- For Asset Managers:**
  - Market the LOFT sustainability story to ESG investors
  - Partner with local makers for Create space programming
- For Property Managers:**
  - Implement "Wellbeing Weeks" in Restore spaces
  - Curate resident-led skill shares at Fuel stations



# LOFT® x nadaup

Every night **MATTERS**

LOFT and NadaUp have teamed up to offer innovative mattresses filled with Mammoth Medical Grade™ foam, providing exceptional sleep comfort. The products feature advanced technology that adapts to the body's shape, offering optimal support and comfort throughout the night. These mattresses are the perfect solution for those seeking quality and comfort that support healthy sleep, especially in the midst of a busy daily life.

Thanks to this partnership, residents can enjoy products that combine innovative technology with elegant design.

LOFT and NadaUp guarantee quality, durability, and modernity.



# LOFT<sup>®</sup> X NESTBLOK

## Pushing Boundaries in Student Living Design

Developed in response to insights from The [Property Marketing Strategists](#) and shaped by A Designer at Heart's experience designing over 60 PBSA projects across Europe, NESTBLOK is designed with one thing in mind: the resident.

With thoughtful layouts, natural materials, and clever personalisation options, NESTBLOK addresses the unique challenges of student living while pushing the boundaries of what a student room can be.

Every element of NESTBLOK has been carefully considered to make life easier and more enjoyable for students while supporting operators with a smart, sustainable solution:

- **Agile Layouts:** Spaces feel more open and are designed to bring in natural light, creating a bright and welcoming environment
- **Flexibility:** The system adapts over time, evolving with the needs of residents and operators alike. It's fully customisable
- **Features:** From corkboards to pegboards and modular furniture, every detail can be tailored to reflect your brand and meet your residents' expectations
- **Biophilic Design:** Natural cork materials promote well-being and a sense of calm, directly responding to what students want in their spaces
- **Smart Storage:** Clever solutions, like under-bed drawers and hidden storage, maximise functionality without compromising on style
- **Durability:** The modular design ensures longer-lasting pieces, with single components replaceable instead of the full unit – ideal for minimising maintenance costs over time





