

## DIVISION TWELVE INTRODUCES THE LATEST MEMBER OF THE FAMILY

*BITSI IS SMALL IN STATURE, BIG ON COMFORT*



**January 11, 2022 (Toronto)** – After a successful 2021 full of exciting launches, award-winning designs and showroom openings, Division Twelve is expanding its funky family of colorful bent steel furniture to include a brand new sibling: Bitsi. Featuring minimal, clean lines that make a major impact when combined with Division Twelve’s big, bold color palette, Bitsi is a seat that can’t be beat.

Designed by Los Angeles-based design firm EARL, Bitsi is an itty-bitsy chair for the teeny-weeniest of spaces – whether you’re working with 500 or five square feet, it’s all about compact comfort. Bitsi’s seat has some serious cushion atop its sleek, small metal frame, which includes an upholstered, curved backrest that was designed to provide ultra-comfy back support. Bitsi’s small footprint and cylindrical, cushioned back rest make it the sweetest seat for office lunchrooms, libraries, hospitality spaces and more.

Not just designed to be itty, Bitsi was also created with durability and long-lasting comfort in mind. Division Twelve president Mike Keilhauer loved the chair’s functional, standout features and offered to collaborate with EARL to bring his design to a wider commercial market.



“Bitsi is both contemporary and classic,” says Amber Earl. “The chair’s clean lines combined with its pops of color and pillow top will not just make it stand out, but also stand the test of time.”

“That’s very important to us when it comes to our pieces,” adds Chris Earl. “We want them to stand the test of time, both in design and functionality.”

Bitsi is available in café, bar stool and counter stool height and is intended for indoor use. With its unique personality, Bitsi can be customized to complement any design concept and is available in Division Twelve’s 20+ finish options which is expanded each year to include the Pantone® Color of the Year, including 2022 Color of the Year “Very Peri.” Bitsi’s seats and back rests are available in an upholstered cushion style.

## **EARTH APPROVED**

We like the Earth. So we use materials it approves of and that last a lifetime. Our steel and textiles are fully recyclable, our seat foam contains bio-based ingredients, and our seating is BIFMA LEVEL® 1 certified and Indoor Air Quality certified at the Indoor Advantage Gold level. But we don’t just stop there. We use an eco-friendly powder coating process that limits VOC emissions in our metal frames. Plus, we’re a zero-waste-to-[landfill facility – all to deliver sustainable furniture we can humblebrag about.

## **ABOUT DIVISION TWELVE**

Division Twelve makes things. Things that make people happy. From tables, to chairs, to stools, our bent metal furniture is built to last. Bent right here in North America, everything we make is the product of durable materials, trend-forward design, and careful craftsmanship. Our incredible selection of colors makes each piece versatile, customizable and ready to help you do you. Division Twelve, a subsidiary of Keilhauer, was founded in 2017 and is headquartered in Toronto, Ontario. For more information, please visit [Division12.com](https://www.Division12.com).

## **ABOUT EARL**

EARL is a family owned and operated furniture and housewares company. We create original pieces, built with a strong sense of heritage, to stand the test of time. We stand behind what we create and find real joy in getting to express ourselves in this way. As a business and as a family, we strive to be a source of creative beauty in the world. We are so grateful for all who continue to support us in doing so. Cheers to many years ahead, to all the inspiration that is yet to come, and to the fullness of life that is yet to be shared among us all. For more information, please visit [earl-home.com](http://earl-home.com).

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