

# OMBYTE

## Designed for your next move

Limited collection  
August 2019



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When it's time to go and find a new place to call home. When you start all over again or settle down for now or forever. When you downsize or upgrade. Or when you go back to family and old friends. Moving to a new home is always a change – it's the fresh start of a new life and lifestyle.

Wherever life will take you next, the OMBYTE collection will be there to make moving out a bit easier, less stressful and more fun. All the products are designed to be practical and useful for all those that need to pack and unpack.

And if you decide to never unpack? It's OK – you can still use all of them as part of your home.



OMBYTE

*“With OMBYTE, we wanted to make moving practical, but also fun by adding colours, patterns and expressions to plain-looking moving essentials – this also means you won't have to move to have them in your home”*

*James Fletcher, Creative Leader*

## Check all the boxes

Organise, select, categorise. Moving is a lot about packing up, making endless checklists and keeping track of all our belongings. To make this job a bit easier, the OMBYTE collection includes four types of boxes that you can use while you're moving and also once you're settled down.



# Stack up then slack off

This time, let's skip the labelling and tagging part – the OMBYTE wire baskets are see-through, so you know at a glance what's inside. And since they're stackable, they go straight from the lorry to the new home as they are – placed on top of each other can also be used as cabinets. Moving has never been easier.

*“The wire baskets from the OMBYTE collection come alive by what you put in them – it's you, your stuff and your identity that create their looks”*

*Mats Nilsson, Creative Leader*



PH158398

OMBYTE wire basket 29,99/each 804.416.22

PH158399



***“The rolling plate was the starting point for the design of these boxes. Then we walked our way up to create a solution that could be mobile and at the same time modular”***

*Erik Thomasson, Designer*

## Be ready to roll

Our homes are becoming more and more fluid, and so does our furniture. The OMBYTE trolley is a combination of two boxes you can use together as extra storage, or separately as furniture. It's made of sturdy plywood in natural colour, so it leaves room to personalisation too. And the castors make things a lot easier when it's time to move it to another room or even a new home – always ready to go where you need it.



PH158395

OMBYTE storage combination on castors 59,99 204.416.96

PH158407



OMBYTE box with lid 59,99 W50xD70, H40cm. 604.416.99

## Save it for later

Inspired by old toolboxes and classic fashion chests, the OMBYTE steel boxes will help you move by taking care of your most fragile things. And since they look good as they are, you won't have to bother unpacking straightaway – just find them a spot in your new home and repurpose them. Whether you see the small one as a footstool or the big one as a coffee table, it's always you who chooses how to use them (but you can think about that later).

***“To create the OMBYTE steel boxes, we worked many hours on the factory floor – we took a design we already had and turned it into something sturdy, simple and even flat-packed”***

*Mats Nilsson, Creative Leader*

PH158389



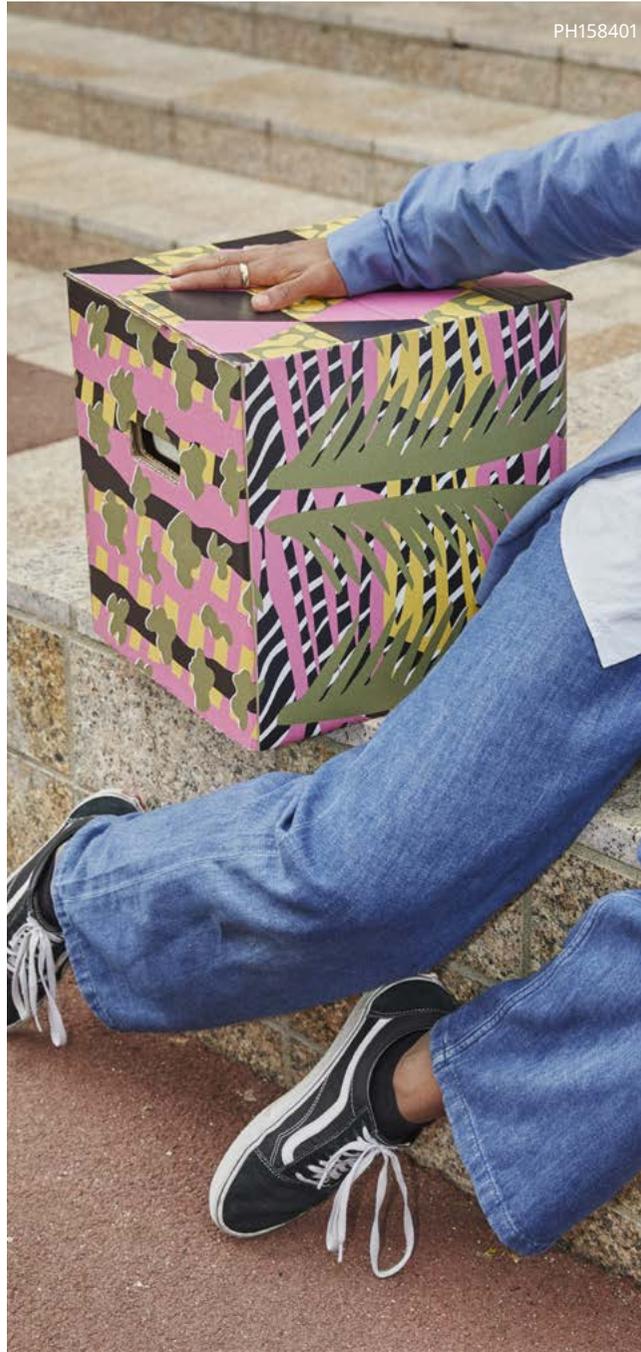


PH158402

**OMBYTE packaging box 2,99**  
W66×D33, H35cm. Lilac/orange 304.425.01

## Box and (don't) unbox

We all face it every time we move: what to do with the empty boxes once done unpacking? When we designed these OMBYTE boxes we saw it like this, instead: what if we never had to have empty boxes? That's when we decorated plain cardboard with colourful geometric patterns inspired by nature, turning a single-use moving essential into something you'll want to keep for a long time.



PH158401

**OMBYTE packaging box 2,50**  
W33×D33, H35cm. Pink/yellow 904.425.03



PH158385

*"I tried to create a flow throughout the collection with colours that balanced each other. There was also a lot of thinking behind the patterns: we wanted them to match and create a nice rhythm"*

*Ida-Pettersson Preutz, Designer*

## Do your move yourself

Moving doesn't have to be from one apartment to another or from one home to another – moving can also be from the bedroom to the laundry. The OMBYTE bags come in two different designs and will help you carry your stuff while you move as well as during your day-to-day activities.





PH158393

*"For one of the bags, I took inspiration from ice-hockey bags. I wanted to design something practical, generous in size, but also hard-working"*

*Philipp Süßmann, Designer*

## Enjoy your move

With the OMBYTE bags, we wanted to make it easy to store and move things at home and outside too. That's why they're strong and extra spacious. One model comes with straps, so you can use it as a backpack too, and both have zippers to keep your things in place and protected. The vibrant wildlife-inspired prints are there to put new life into ordinary bags - and maybe make moving a bit more fun too.



PH158394



PH158396

### OMBYTE bags

L40×D30, H60cm **3,99/each** White/orange 204.425.06 Black/transparent 404.425.05  
L80×D40, H40cm **3,99/each** Multicolour 404.425.10 White/black/transparent 204.425.11

# Meet your new housemates

We like to say that OMBYTE is a moving collection that moves in with you. That's because all the different products are no conventional moving supplies – they can be repurposed and reused, so they stay with you for longer than just moving day.



PH158406



*"The challenge of creating a lamp for moving was interesting – it needed to be versatile and functional. I got inspired by traditional carpenter lights, but wanted the one in OMBYTE to offer different kinds of lighting, and function as a more permanent part of the home"*

*Erik Thomasson, Designer*

## See it under a new light

Oh, come on – moving is not that bad, after all. Let's rather think about the fun that comes with it, like decorating rooms, meeting new neighbours and exploring areas nearby. But, of course: with the right tools that make the process easier and smoother, it's even better. The OMBYTE LED multi-use light can be plugged into a USB port – which comes at hand when the ceiling lamps are yet to be hanged.



PH158405

OMBYTE LED multi-use lighting 19,99 104.425.21



PH158409



PH158403

## Take it or leave it

There you have it: a once-in-a-lifetime opportunity to give a twist to your life. What do you do? If the idea of having to move bulky furniture like sofas and wardrobes is the only thing that holds you back from relocating, the OMBYTE trolley might help you decide. If it's anything else, all you need is just a bit of extra courage.



PH158391

OMBYTE trolley 49,99/each 904.426.35

*"When I drew the trolley, I wanted it to be sturdy, but also use as little metal as possible. By adjusting the angles where the tubes bend and using a symmetrical design, I managed to make it lightweight with a playful expression"*

*Erik Thomasson, Designer*

PH158668



OMBYTE roll of tape 3,99/2 pack. 304.426.24

PH158669



OMBYTE tape dispenser 12,99 004.426.25 OMBYTE roll of tape 3,99/2 pack. 304.426.24

## Wrap it up

Moving is the end of a chapter and the opening of a new one. It's also the time when we decide what follows and what stays back. And all the things we cherish the most need a little extra care to survive the moving process in one piece. It's in cases like this that the OMBYTE tape and the protective moving blanket come to help. And they look nice too.

***"I love to blend patterns. For OMBYTE, I mixed up Dalmatian-, leopard- and military-inspired patterns, then added a 3D effect and a zing of retro. And when you wrap something with the tape you get a whole new pattern"***

*Ida Pettersson Preutz, Designer*

## Meet our movers

Erik Thomasson, Philipp Süssmann and Ida Pettersson Preutz, designers of the OMBYTE collection, have all been working for IKEA before. All three in their mid-20s, they meet us with a big smile. Together with them we welcome also James and Mats, Creative Leaders of this collection and many more IKEA products before.



*James Futcher*

“So, why OMBYTE?”, we ask. “Today people are much more mobile than before. For many of us, frequent moves are a part of life, whether we fancy it or not”, says Mats. “We also know that the process of moving is not easy. Whether you’re moving across the home, across the street or across the town, with OMBYTE, we wanted to make moving practical, but also fun by adding colours, patterns and expressions to moving essentials”, adds James. “Those in the OMBYTE collection are products you can move with, but also show your identity off and use in your home to display who you are”, he says.

***“The result is a collection of functional products that come at hand while moving, but that you don’t have to move to have them as part of your home”,***  
*James continues.*



*Mats Nilsson*



“And how did the products come to life?” – we are curious to know.

“We were given a rather open brief, which allowed us to brainstorm about products that could be used during and also after the moving process”, says Philipp. “We looked at what was necessary, like moving boxes and a trolley, but also at what was missing on the market”, he adds.

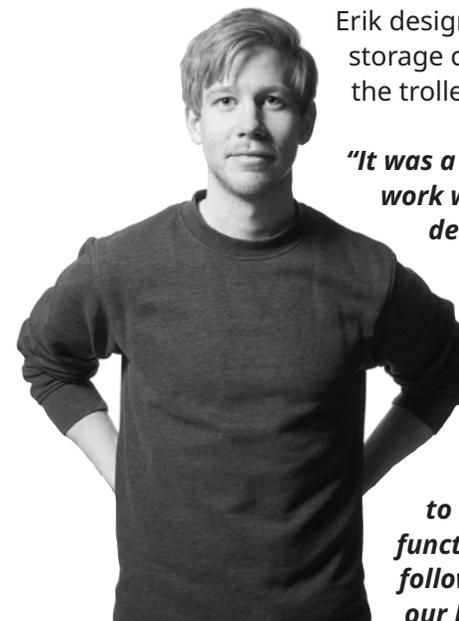
Philipp took care of the design construction of the bags. He explains that the inspiration for one of the two models came from ice-hockey bags:

**“I wanted to design something practical, generous in size, but also hard-working.”**

To make them stand out, Ida added her bold patterns and bright colours. “I remember we said to go super-bold on the boxes. We tried it on the bags too, but then we decided to reduce the pattern because they’re something you’ll carry around more often”, she says.

Ida’s patterns can be found on different products of the collection and they are there to give vitality to otherwise plain-looking moving supplies.

**“We tried to create a flow throughout the collection by choosing colours that would balance each other. There was also a lot of thinking behind the patterns, so that they wouldn’t collide, but rather create a nice rhythm”,** Ida explains.



Erik designed the wire baskets, the storage combination, the lamp and the trolley.

**“It was a great experience to work with OMBYTE. The final design of the products I took care of comes from endless hours on the factory floor, working together with construction specialists and optimising the design to make it as practical and functional as possible, while following the principles of our Democratic Design”,** Erik explains.

When asked about the OMBYTE collection as a whole, all five agree in defining it as **“utilitarian with a twist”**: something that’s useful and beautiful at the same time.

The OMBYTE collection will be available for a limited time starting August 2019.

# Image overview

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# Image overview

PH158392



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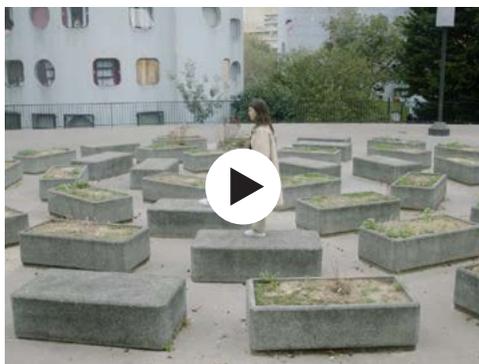
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# Films



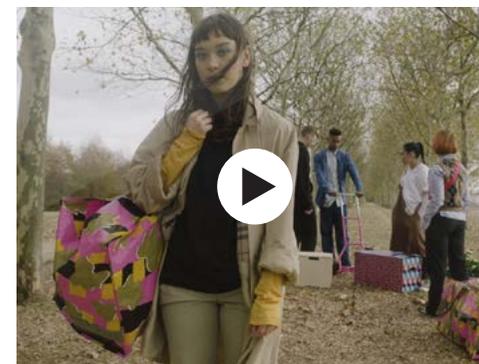
Collection (25 sec)



Patterns (4 sec)



Packing box (15 sec)



Bags (15 sec)



Storage combination (13 sec)



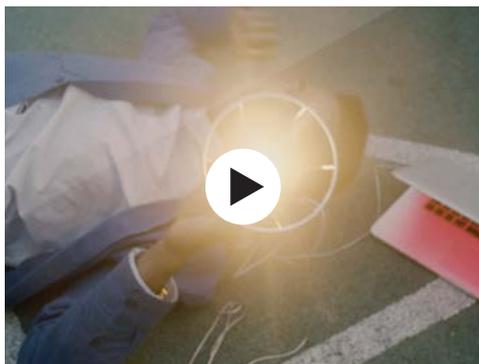
Tape (11 sec)



Trolley (16 sec)



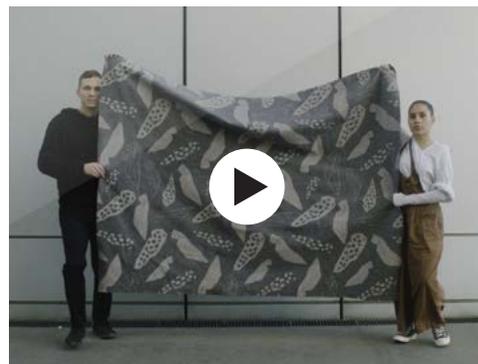
Wire basket (14 sec)



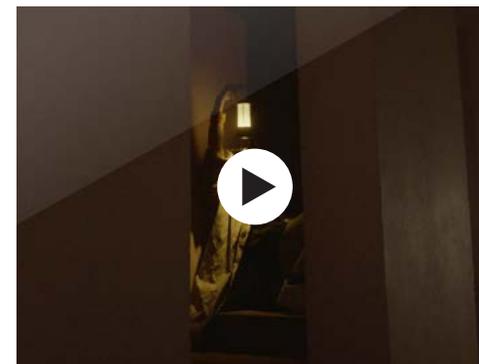
LED lamp (7 sec)



Steel boxes (12 sec)



Moving blanket (15 sec)



LED lamp (17 sec)

# Products and product info



PE735913  
**OMBYTE bag 3,99**  
 100% polypropylene. Designer: P Süssmann/  
 I Pettersson Preutz. L80×D40, H40cm. Max. load  
 30kg. 128l. Multicolour 404.425.10



PE735915  
**OMBYTE bag 3,99**  
 100% polypropylene. Designer: P Süssmann/  
 I Pettersson Preutz. L80×D40, H40cm. Max. load  
 30kg. 128l. White/black/transparent 204.425.11



PE735918  
**OMBYTE bag 3,99**  
 100% polypropylene. Designer: P Süssmann/  
 I Pettersson Preutz. L40×D30, H60cm. Max. load  
 20kg. 72l. Black/transparent 404.425.05



PE735920  
**OMBYTE bag 3,99**  
 100% polypropylene. Designer: P Süssmann/  
 I Pettersson Preutz. L40×D30, H60cm. Max. load  
 20kg. 72l. White/orange 204.425.06



PE735924  
**OMBYTE packaging box 2,99**  
 Corrugated board. Designer: Ida Pettersson  
 Preutz. W66×D33, H35cm. Max. load 30kg. 76l.  
 White/black 204.424.98



PE735925  
**OMBYTE packaging box 2,50**  
 Corrugated board. Designer: Ida Pettersson  
 Preutz. W33×D33, H35cm. Max. load 15kg. 38l.  
 White/black 704.425.04



PE735931  
**OMBYTE packaging box 2,99**  
 Corrugated board. Designer: Ida Pettersson  
 Preutz. W66×D33, H35cm. Max. load 30kg. 76l.  
 Lilac/orange 304.425.01



PE735939  
**OMBYTE packaging box 2,50**  
 Corrugated board. Designer: Ida Pettersson  
 Preutz. W33×D33, H35cm. Max. load 15kg. 38l.  
 Pink/yellow 904.425.03



PE735954  
**OMBYTE box with lid 19,99**  
 Galvanised steel. W25×D35, H20cm. 004.416.97



PE735955  
**OMBYTE box with lid 29,99**  
 Galvanised steel. W35×D50, H30cm. 804.416.98



PE735960  
**OMBYTE box with lid 59,99**  
 Galvanised steel. W50×D70, H40cm. 604.416.99



PE735927  
**OMBYTE elastic loading strap, set of 3 3,99**  
 Natural rubber and reinforced polyamide plastic.  
 204.426.34

# Products and product info



PE735933  
**OMBYTE divider for packing box 2,-/10 pack**  
Corrugated board. W30×H16.5cm. 504.458.86



PE735959  
**OMBYTE storage combination on castors 59,99**  
Birch plywood. Designer: Erik Thomasson.  
W38×D38, H71cm. 204.416.96



PE735957  
**OMBYTE protective moving blanket 9,99**  
100% polyester. Designer: Ida Pettersson Preutz.  
W150×L200cm. Black/white 604.426.27



PE735958  
**OMBYTE roll of tape 3,99/2 pack**  
Polypropylene plastic. Designer: Ida Pettersson  
Preutz. L66m, W4.8cm. 304.426.24



PE735953  
**OMBYTE tape dispenser 12,99**  
Powder coated steel. W5, L17cm. 004.426.25



PE736277  
**OMBYTE trolley 49,99**  
Powder coated steel. Designer: Erik Thomas-  
son. W51×D57, H100cm. Max. load 90kg. Beige  
404.426.47



PE736276  
**OMBYTE trolley 49,99**  
Powder coated steel. Designer: Erik Thomas-  
son. W51×D57, H100cm. Max. load 90kg. Pink  
904.426.35



PE736279  
**OMBYTE wire basket 29,99**  
Galvanised steel. Designer: Erik Thomasson.  
W55×D40, H42cm. 804.416.22



PE743872  
**OMBYTE LED multi-use lighting 19,99**  
Built-in LED light source. ABS plastic and galva-  
nised steel. Designer: Erik Thomasson. H32cm.  
Beige 104.425.21

