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KIDS' CHAIR ADJUSTS AS THEY GROW

 PROPERTY & CONSTRUCTION

The Froc is an adjustable chair from Slovenia that is suitable for children between 6 months and 10 years old.

Buying for children can be an expensive experience, especially considering how quickly they grow out of the products they use. While Spain has introduced the **Orbea Grow**, a bike that can expand when kids become taller, and now the **Froc** is an adjustable chair from Slovenia that is suitable for children between 6 months and 10 years old.

Designed as an easy-to-assemble flatpack, the seat can be set up as a baby's high chair, complete with a safety belt to keep them in place. This belt can be removed when the child is old enough not to need it. The height of the seat can also be adjusted according to the child's height, down to the size and shape of a more typical seat for ages up to 10 years old. Made out of natural materials, the chair features four extensions that form the base to ensure the chair always stays upright, even when the child is fidgeting. The Froc is available in five different colors and retails for EUR 249.

The Froc has already won Most Innovative Product award Ambient – Slovenia's biggest furniture fair – thanks to its ability to last much longer than the traditional high chair, living with the child throughout the entirety of their early years. Are there other products that could be designed with longevity in mind?

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