

◆◆ PAUL ROGERS



CONNECTING GENERATIONS

INSPIRATION BOOK

PAUL ROGERS

●◆ PAUL ROGERS

CONNECTING
GENERATIONS

CONNECTING GENERATIONS...

A **third-generation family business** established in 1960 by Paul and Paula Rogiers, is now managed by their sons, Pierre and Jean Paul, alongside their grandsons, Thibault and Louis. This rich heritage underlines our deep-rooted family values and commitment to craftsmanship across generations.

CONNECTING GENERATIONS...

We believe furniture is a fundamental element in **bringing people together**. From family lunches, dinner with friends, to cosy reading sessions with grandparents, our pieces are designed to be the backdrop for life's precious moments, fostering **connections and creating memories** that endure beyond a lifetime.

CONNECTING GENERATIONS...

Our ambition is to craft **timeless furniture, cherished across generations**, both today and in the future. Achieving this, we blend the expertise of seasoned designers with the fresh perspectives of emerging talents, ensuring our creations resonate with all ages.

Each of these pillars harmonizes with the overarching theme of "**Connecting Generations**," embodying the essence of Paul Rogers' commitment to legacy, timeless design, and the power of furniture to unite people.



Be here, be now. And cherish that precious moment, the perfect fusion of what was and what will be. So is Paul Rogers. Decidedly contemporary and timeless at the same time. A blend of established values and new ideas. Inspired by a rich past, time-honoured craftsmanship and three generations of accumulated expertise. While simultaneously looking out for fresh, exciting ideas and fully embracing the future that lies ahead of us.

“Family is at the core of this company that remains faithful to its Belgian roots.”

A handwritten signature in black ink, appearing to read "Paul Rogers". The signature is fluid and cursive, with a distinct 'P' at the beginning.

◆◆ PAUL ROGERS

CONNECTING
GENERATIONS



Connecting generations since 1960...

In 1976, they transitioned to the location that remains our headquarters today, nestled in Waregem. Set within a **historic textile mill** built in 1892, it was among the pioneering structures of its kind in West-Flanders. To this day, we hold immense pride in this building and its rich legacy. The building encompasses our European main office, featuring workspaces, a showroom, and a logistics center.

Paul and Paula are blessed with four children, and two of them chose to be part of the **family business**. Pierre, the eldest, came onboard in 1978, followed by his brother Jean-Paul in 1979. They both immersed themselves in every facet of the company, navigating through shipments, warehousing, sales, and backoffice tasks. Ultimately, Pierre took the helm as the head of sales, while JP established himself as the head of buying.

In 2002, Jean-Paul and Pierre initiated their inaugural **production facility**, from which the Paul Rogers collection emerged, now recognized under the brand name **PR-Living**. This establishment enabled PR-Living's collection to reach a **global market**, garnering a devoted clientele from Asia, Oceania, North and South America, as well as the Middle East.



1976

2000

2002

2024

1960

1978

2012

2025



In 1960, Paul Rogiers, alongside his cherished wife Paula, founded their company. United in their vision, they crafted a unique collection and procured furniture from esteemed providers in Italy and Portugal. Initially serving retail clients in Belgium, their enterprise swiftly expanded to countries including France, the Netherlands, the UK, and Germany.



Over the years, the company flourished and established its name throughout Europe. By showcasing at international exhibitions like the Brussels Furniture Fair, the Cologne Fair, and Maisons et Objet in Paris, they broadened their clientele. By 2000, Jean-Paul and Pierre took over the leadership from their parents and persistently propelled the company's expansion.



In 2011, we acquired a 30,000-square-meter plot, leading to the inauguration of our second production facility in Europe. It began with a structure covering 2,000 square meters and has since expanded to its present footprint of 8,000 square meters.

In 2012, Thibault, Jean-Paul's eldest son, became a part of the company, marking the entry of the **third generation** into the business. Adhering to the company's traditions, Thibault familiarized himself with every department before ultimately taking charge of Paul Rogers' **product development**, design, and production segments.

In 2018, Jean-Paul's second son Louis, joined the company. With a wealth of knowledge in marketing and sales, he now serves as our sales director.

In 2020, we commemorated the 60th anniversary of our company, established by Paul and Paula Rogiers.

After many wonderful years, we **relocated to our new location** in October 2025, marking a major milestone that expands our capabilities, enhances efficiency, and offers an **inspiring space reflecting our vision for the future**.

◆◆ **PAUL ROGERS** CONNECTING GENERATIONS

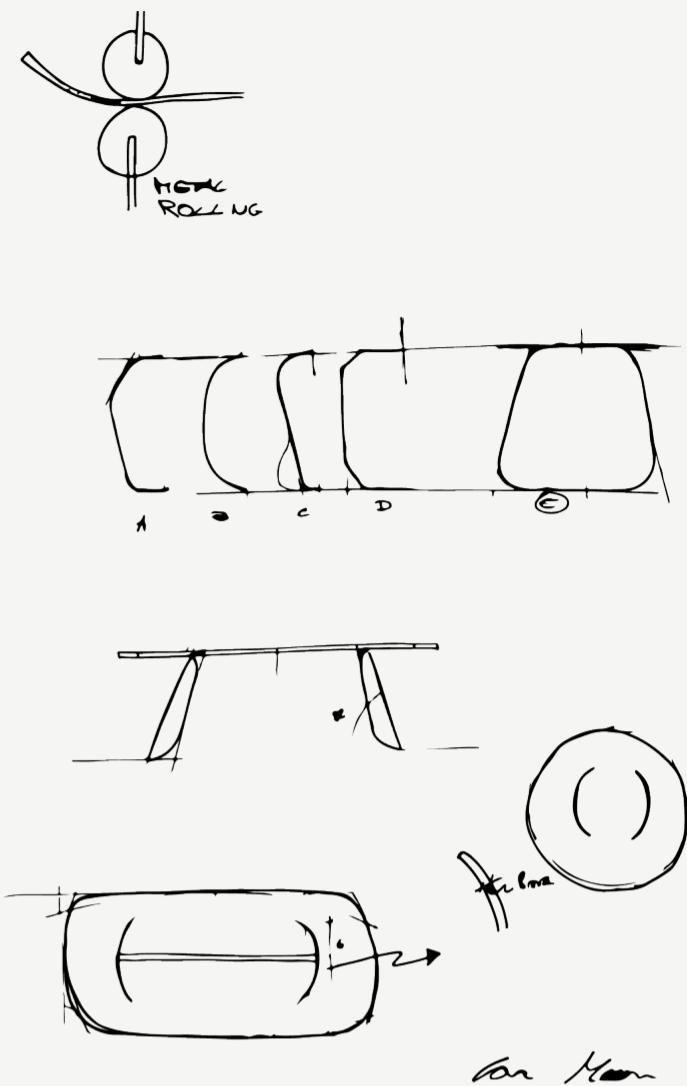
In 2024, Louis and Thibault launch the **new brand Paul Rogers**, honouring their founder and grandfather, in collaboration with **creative director Cas Moor**. This monumental shift brought about a sweeping renewal, featuring a new 2,000-square-meter showroom at our headquarters, a meticulously reimagined website equipped with a superior back-end server to optimize our B2B **customer experience**, and an **innovative collection** that resonates with the insights and heritage of our company's remarkable 60+ year journey.



COVER WOOD-W DINING CHAIR
DUNE WOOD DINING TABLE



Dune is a table that seamlessly blends the best of two materials: the strength of metal and the warmth of wood. Its defining feature is a gracefully rolled metal leg, expertly finished with a wood veneer available in a range of finishes. This unique combination creates a visually light yet structurally robust table, offering both elegance and durability. Dune embodies a perfect balance between material innovation and timeless aesthetics.



COVER WOOD-W DINING CHAIR
DUNE WOOD DINING TABLE







REVA — Refined elegance, reimagined.

With its fully upholstered base and modular design, Reva offers a softer, more tailored expression compared to the clean wood base of our Noma sofa. Its elevated silhouette, triple-density foam composition—one of our most comfortable seating experiences—and carefully balanced proportions create a look that's both airy and grounded.



REVA SOFA
PILLAR COFFEE TABLE
EVI LOUNGE CHAIR

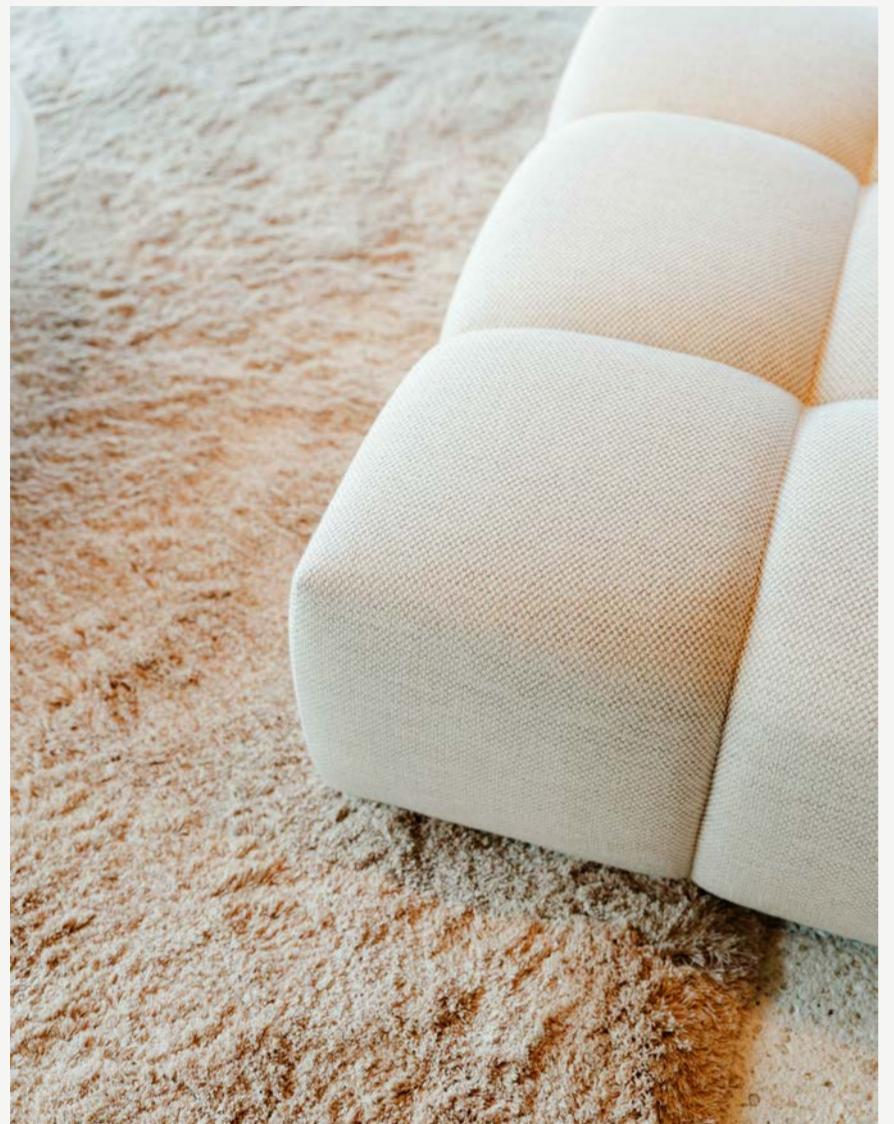


Plus is a dining table where geometry meets warmth, creating a harmonious centerpiece for any space. Its defining feature is a sculptural central leg, gently curved into the shape of a plus sign, offering visual lightness, structural stability, and never getting in the way of your legs.

The tabletop masterfully combines ceramic and wood veneer, bringing together durability and natural beauty. A subtle shadow edge accentuates the meeting point of these materials, adding depth and refinement to the design.

PLUS DINING TABLE



**THIRD-GENERATION FAMILY BUSINESS**

The rich heritage underlines our deep-rooted family values and commitment to craftsmanship across generations.

Paul Roger's ambition is to craft timeless furniture, cherished across generations, both today and in the future.

Achieving this, we blend the expertise of seasoned designers with the fresh perspectives of emerging talents, ensuring our creations resonate with all ages.



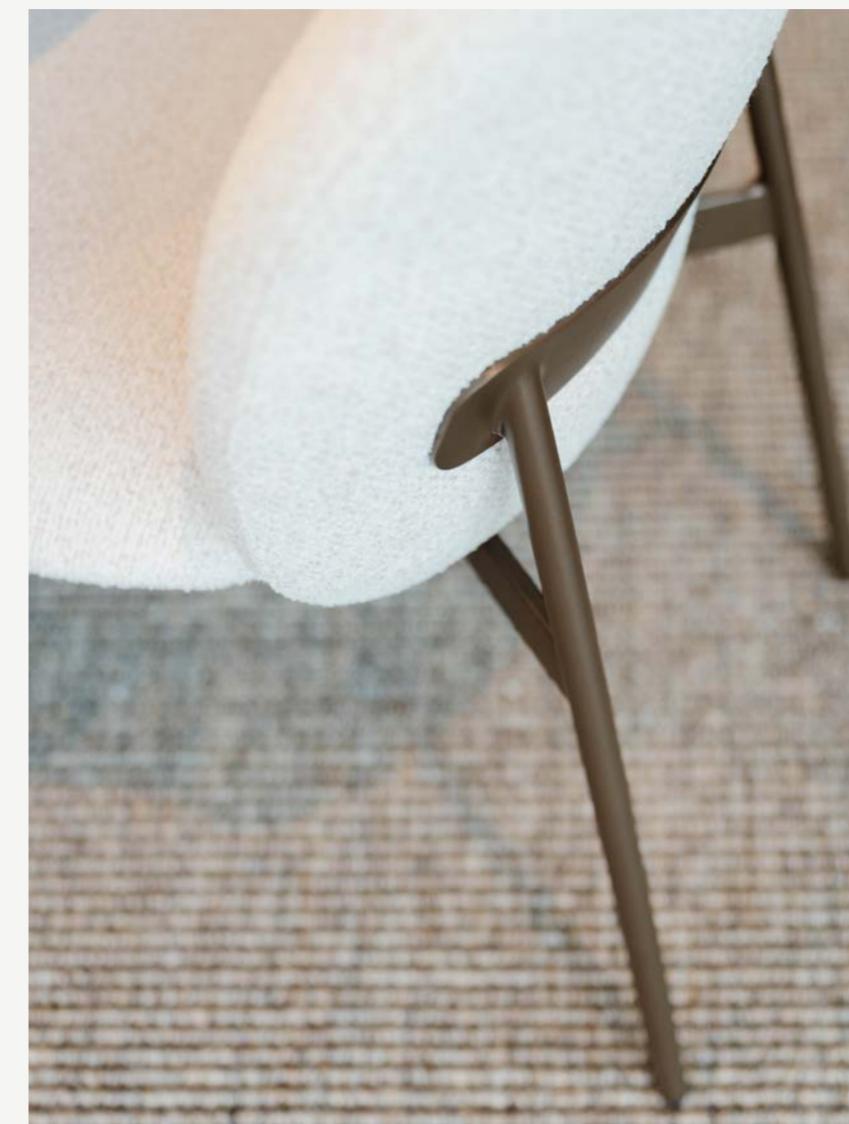
COBBLE SOFA



COBBLE SOFA



PILLAR DINING TABLE
COVER WOOD-U DINING CHAIR



CONNECTING GENERATIONS

We believe furniture is a fundamental element in bringing people together. From family lunches, dinner with friends, to cosy reading sessions with grandparents, our pieces are designed to be the backdrop for life's precious moments, fostering connections and creating memories that endure beyond a lifetime..



JUVO DINING CHAIR
COVER WOOD-U DINING CHAIR



FLOW SOFA
PILLAR COFFEE TABLE



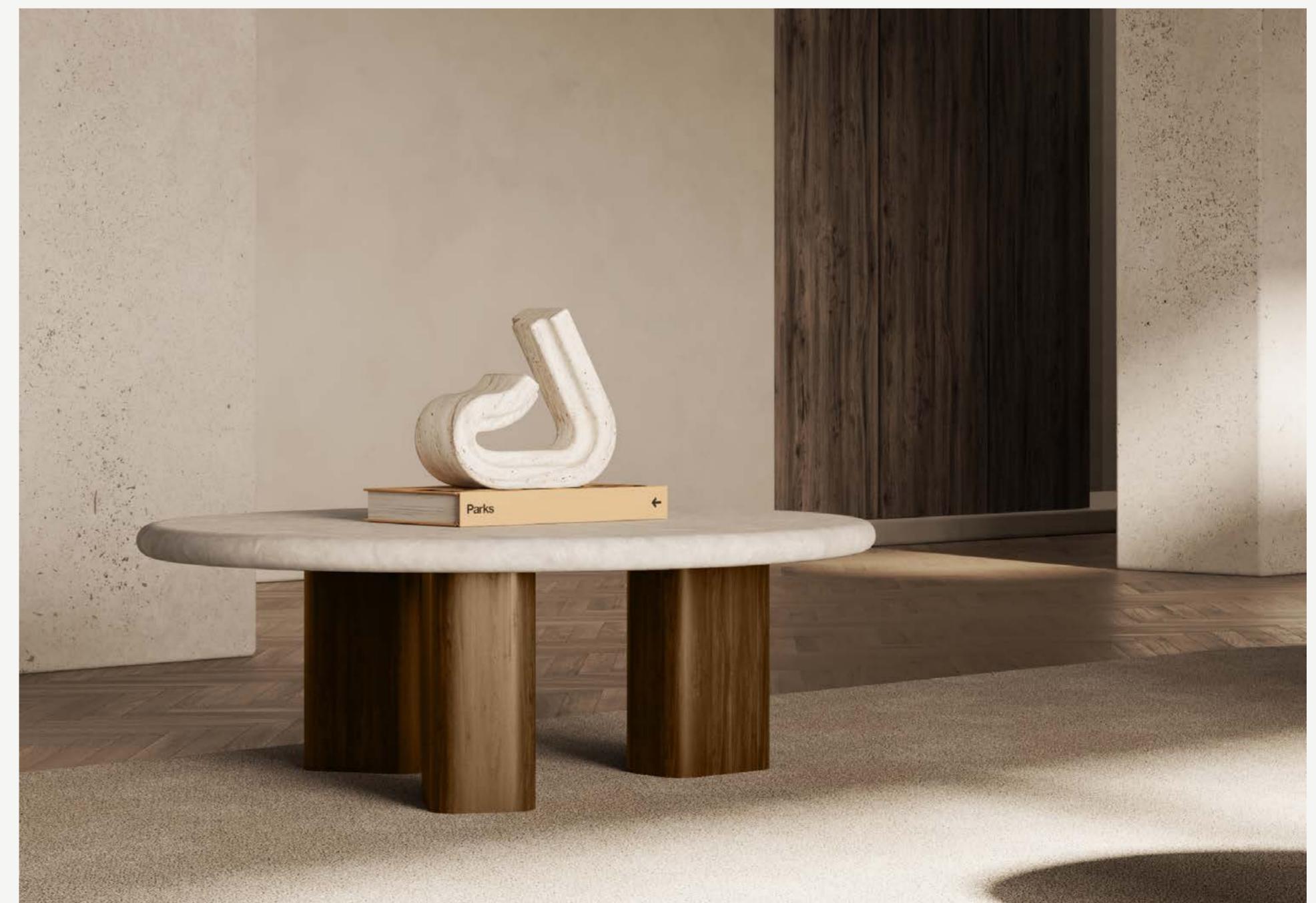
FLOW SOFA
JUVO LOUNGE CHAIR
PILLAR COFFEE TABLE



DESIGN AND PRODUCTION

Design and production are closely linked at Paul Rogers. After all, we grew out of a workshop. Since more than sixty years, we produce our own designs and today we dispose of several production facilities, located in three different continents. This promotes a fertile interaction between production and design and enables us to control all steps of the production process and to guarantee top-notch Quality.

FLOW SOFA
JUVO LOUNGE CHAIR
PILLAR COFFEE TABLE



Collaboration with Cas Moor

PILLAR TABLE COLLECTION - THE DESIGN

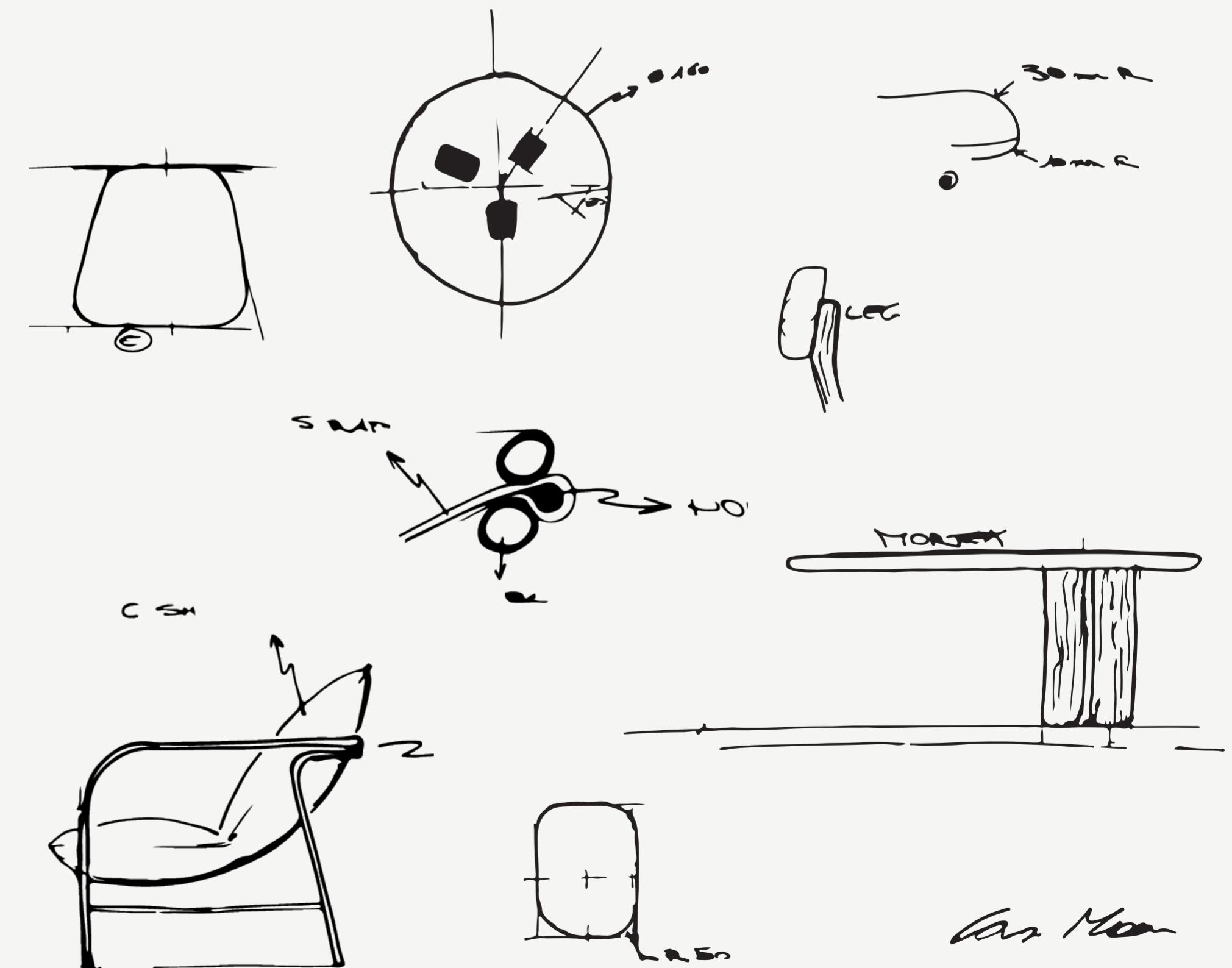
Belgian designer Cas Moor is not only our creative director but also a driving force behind the Paul Rogers design language. His work blends architectural precision with a sense of warmth and ease. From concept to final detail, Cas ensures every piece reflects our commitment to quality and timelessness.

Together, we explore new forms, materials, and ideas that keep our collections fresh yet enduring. This collaboration defines the balance of innovation and comfort at the heart of Paul Rogers.

“The true measure of a design's success is in its ability to remain impactful even when distilled to its purest form. **”**



PILLAR ROUND DINING TABLE





PILLAR DINING TABLE
EVI METAL DINING CHAIR



COBBLE SOFA
DUA COFFEE TABLE
PURO LOUNGE CHAIR



COBBLE SOFA
DUA COFFEE TABLE
PURO LOUNGE CHAIR



COBBLE SOFA
DUA COFFEE TABLE



COBBLE SOFA
DUA COFFEE TABLE
PURO LOUNGE CHAIR





COVER METAL-W CHAIR
LINEA DINING TABLE

◆◆

Making of Cover chair collection

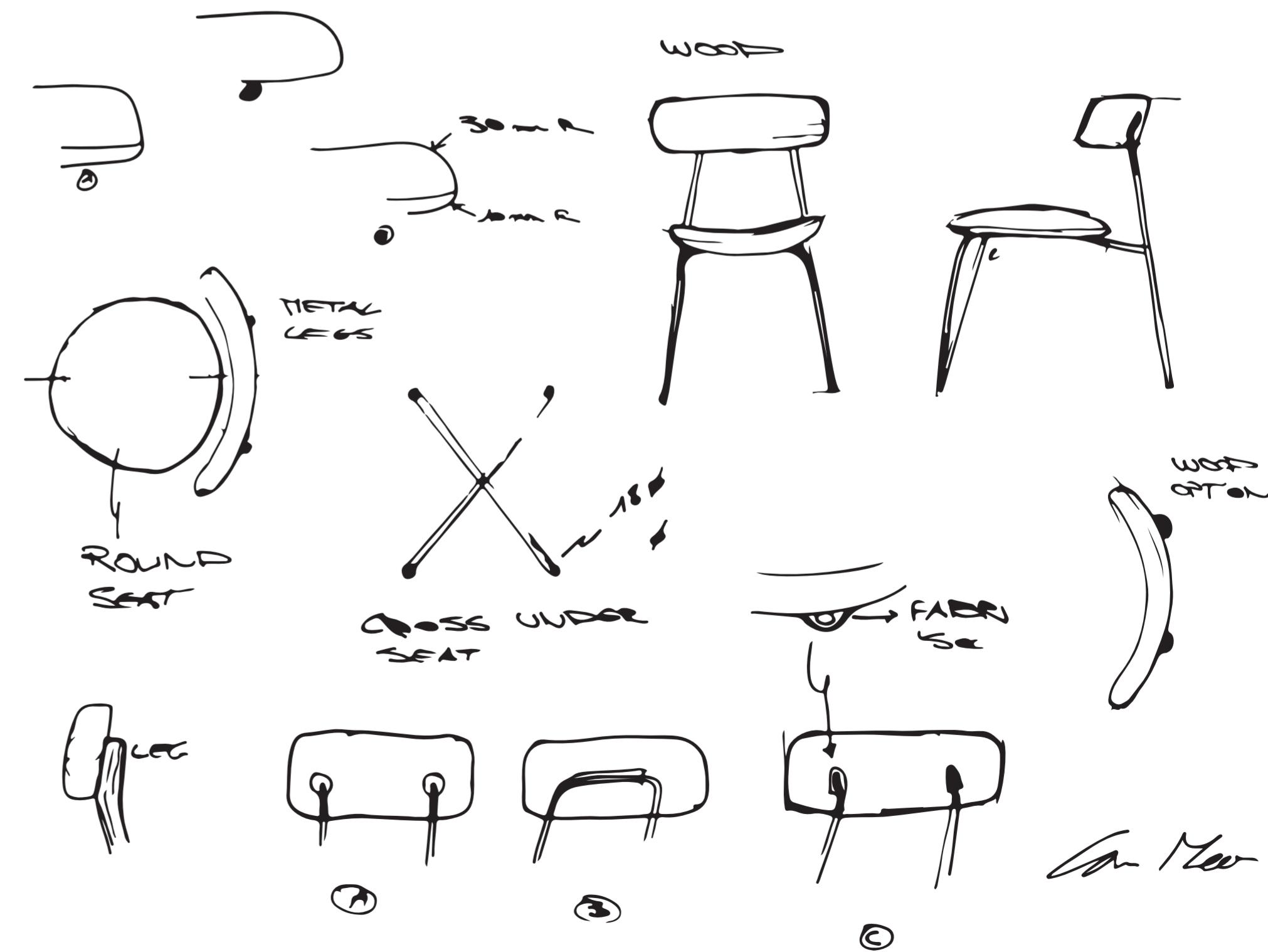
DESIGNED BY CAS MOOR



COVER CHAIR COLLECTION - THE DESIGN

Introducing the "Cover" chair collection - an exquisite fusion of timeless design and versatile aesthetics. Conceived with the vision of blending the elegance of tapered legs with the soft, round lines that stand the test of time.

This versatile collection offers a range of options to suit diverse preferences. Choose from wooden or metal legs, allowing you to tailor the chair to your desired aesthetic. The upholstered seat and backrest provide an added layer of comfort and refinement, elevating the dining or living space with a harmonious balance of form and function.







MOLLIS SMALL LOUNGE CHAIR



MOLLIS SMALL LOUNGE CHAIR
MOLLIS SIDE TABLE



• PAUL ROGERS



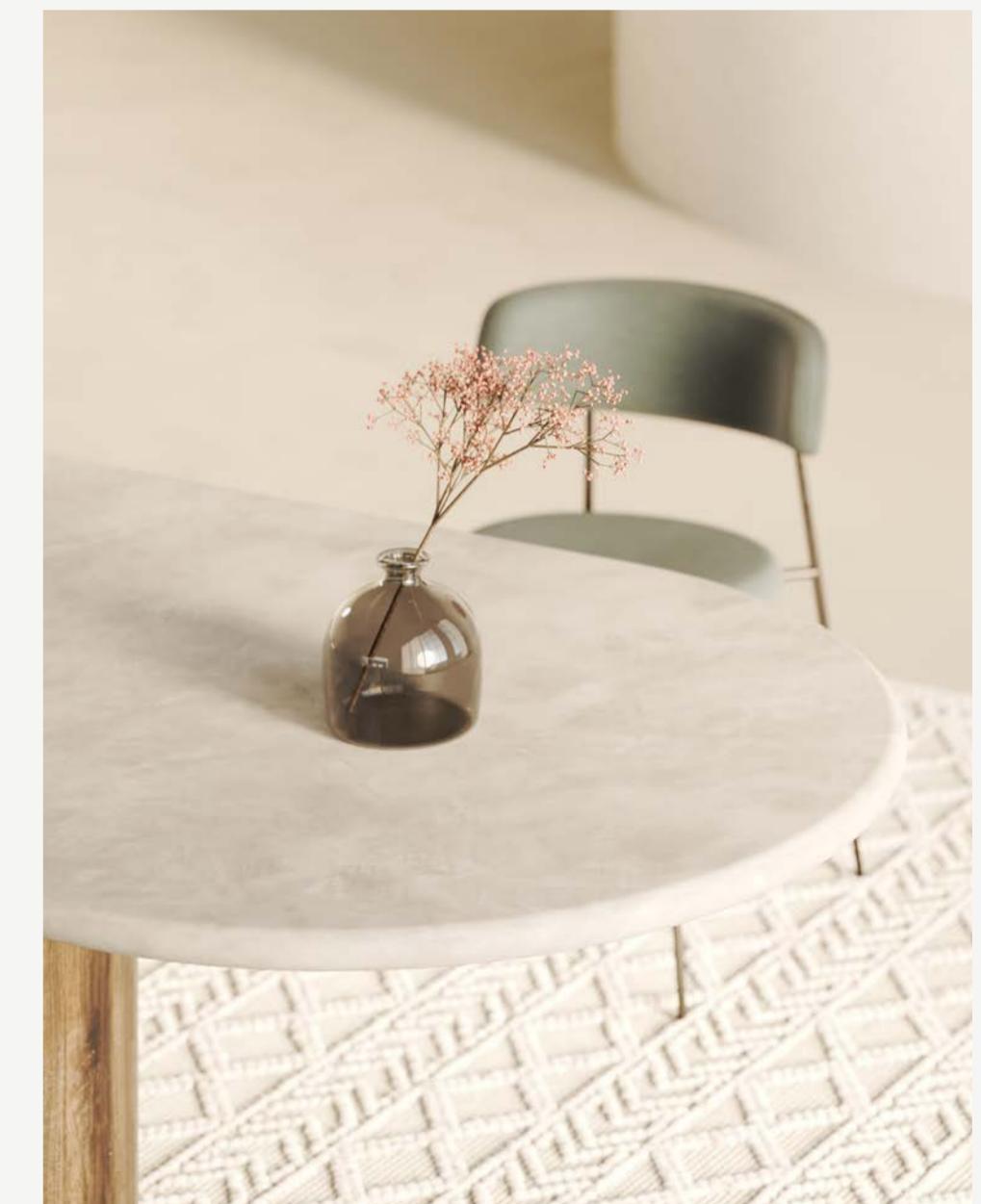
MOLLIS BED
MOLLIS COFFEE TABLE
FIBO BENCH
AURA DESK
EVI WOOD CHAIR



PALERMO DINING TABLE
COVER METAL DINING CHAIR



Paul Rogers loves working with established designers. But he knows: every big name was once a beginner, searching for opportunities to grow and express himself/herself. Paul Rogers offers those opportunities, and does so to invigorate the brand. To keep it fresh, relevant, ahead of times and attuned to the future. So, just as Paul Rogers is a harmonious blend of time-tested values and new ideas, our team consists of a mix of established names and upcoming talent, in-house and external designers, local people and creatives from all over the world.



◆◆

NOMA SOFA
LLOYD DAYBED
MOLLIS POUF
LAGO COFFEE TABLE



Noma sofa

DESIGNED BY CAS MOOR

The Noma Modular Sofa takes its inspiration from the architectural beauty of Japanese wooden houses. Just like these time-honored structures, the Noma Sofa incorporates clean lines, elevated base, and a harmonious design that embodies simplicity and balance. Its minimalist form, thoughtful details, and triple-density foam composition—one of our most comfortable seating experiences—reflect the Zen philosophy, creating a calming and inviting atmosphere in your home.



One of the standout features of the Noma Sofa is its modular design. You have the flexibility to customize your seating arrangement to suit your space and needs. Choose from various configurations, including single-seat units, lounge modules, and spacious corner sections. With Noma, your living room becomes a canvas, allowing you to arrange and rearrange as you see fit.

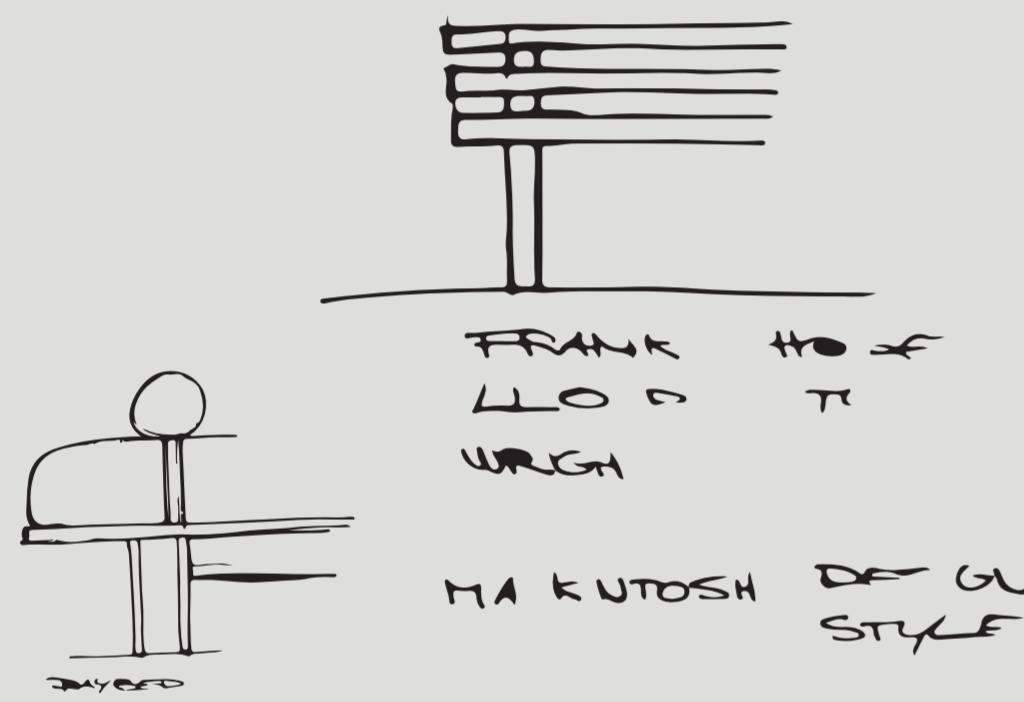
NOMA SOFA
MOLLIS POUF
LAGO COFFEE TABLE



Lloyd daybed

DESIGNED BY CAS MOOR

The Lloyd Daybed, inspired by the architectural style of Frank Lloyd Wright, artfully blends comfort with clean lines. Its straight legs, reminiscent of Wright's designs, elevate the bed from the ground, creating an airy feel. The raised platform, echoing cantilevered structures, adds a sculptural touch, providing a sense of floating comfort.

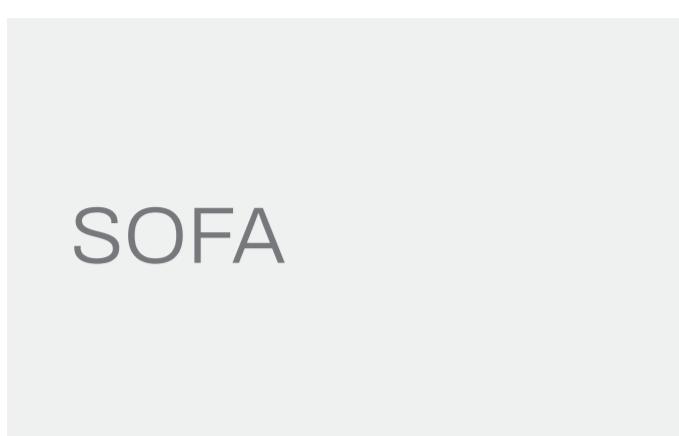




SAMBA LOUNGE CHAIR

UPHOLSTERY | FURNITURE

PAUL ROGERS



SOFA

REVA SOFA



NOMA SOFA



MOLLIS SOFA



CASU SOFA

KAI SOFA



ELLA SOFA



OWEN SOFA

KUMO SOFA



ATHENA SOFA



BAKER SOFA



RIO SOFA



FLOW SOFA



ETERNA SOFA

LOUNGE CHAIR



RIO LOUNGE CHAIR



ALTI CLASSIC LOUNGE CHAIR



EVI LOUNGE CHAIR



AVI LOUNGE CHAIR



PURO LOUNGE CHAIR

IMKA LOUNGE CHAIR



MOLLIS LOUNGE CHAIR



SAMBA LOUNGE CHAIR



ALTI COCCOON LOUNGE CHAIR



ROBIN LOUNGE CHAIR

DINING CHAIR



JUVO DINING CHAIR



COVER WOOD-U DINING CHAIR



COVER METAL-U DINING CHAIR



COVER WOOD-W DINING CHAIR



RACHEL DINING CHAIR



EVI DINING CHAIR



ALA DINING TABLE



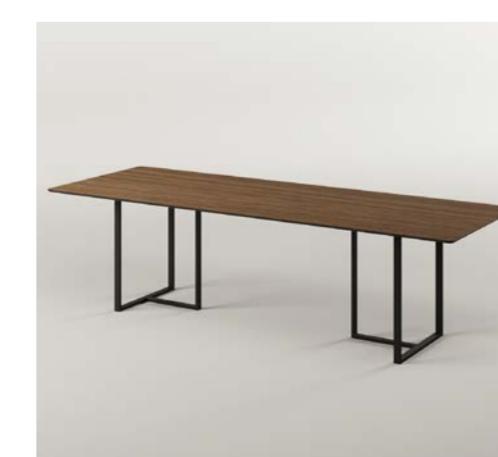
PALERMO ROUND DINING TABLE



PLUS DINING TABLE



DUNE DINING TABLE



BISEL DINING TABLE

COMO DINING TABLE



LAGO DINING TABLE



PILLAR ROUND DINING TABLE



LINEA DINING TABLE



DUNE ROUND DINING TABLE

SUMMIT DINING TABLE



SUMMIT ROUND DINING TABLE



PALERMO DINING TABLE

COFFEE
TABLE

FIBO COFFEE TABLE



FIBO ROUND COFFEE TABLE



PILLAR COFFEE TABLE



PEBBLES COFFEE TABLE



PALERMO COFFEE TABLE



LAGO COFFEE TABLE



“*Rooted in the past,
embracing the future*”



Material index

We understand that selecting the right Material for a project can be a daunting task. With so many options available, it can be challenging to determine which Material is the best fit for your specific application. That's why we have created this index to help simplify the decision-making process.



WOOD

Our veneer has the desired look and benefits of a panel made with solid hardwood lumber without the disadvantages. The veneer panels guarantee a uniform quality with the natural and lively aesthetic of wood, both visually and sensorial pleasing.



STONE

Made from a natural blend of selected ceramic clays and mineral-based Colors, our stone sintered surfaces combine the typical characteristics of porcelain stoneware, long-lasting, stable and resistant to high temperatures, atmospheric stress and UV rays. Also waterproof, highly resistant to stain and scratches, hygienic and easy to clean, with appearance of natural stone!



METAL

Metals have unique properties, such as strength and ductility, which make them ideal for use in many applications. Choose between the bold, versatile charm of black or the timeless elegance of bronze, both seamlessly accentuating the inherent strength and timeless appeal of our metal pieces.



MORTEX

Mortex is a composition of minerals, lime and mortar. The Material is used for those who wish to combine technicality, originality, personality and aesthetics. The Material is applied by hand which makes the products very unique.



FABRIC

Whether you're looking for a durable and practical Material for everyday use, or a luxurious and elegant fabric for special occasions, there are endless options to choose from. The right fabric can transform any space, adding texture, Color, and personality to a room.

Production & Sustainability

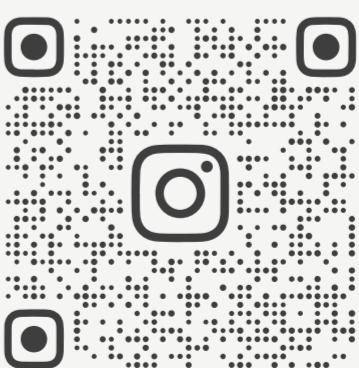
PRODUCTION

Design and production are closely linked at Paul Rogers. After all, we grew out of a workshop. Since more than sixty years, we produce our own designs and today we dispose of several production facilities, located in three different continents. This promotes a fertile interaction between production and design and enables us to control all steps of the production process and to guarantee top-notch Quality.

SUSTAINABILITY

What is the most sustainable way to manufacture furniture? Designing products that endure, preferably for eternity. Our entire design and production philosophy is geared towards this goal. The designs, for a start, not only appeal today, but will impress tomorrow. Modern classics that bring you long-lasting enjoyment and that preserve their value, so people pass them on to other generations.

The same holds true for production. We adhere to all regulations concerning environmentally friendly design and manufacturing. And in order to create sustainable, comfortable, functional pieces, we stick to high-Quality Materials, e.g. strong woods, top-grade fabrics and tested components that meet the highest standards.



PAULROGERS_BE

●◆ PAUL ROGERS

CONTACT

Kalkhoevestraat 51, 8790 Waregem - BELGIUM
+32 56 62 51 90
info@paulrogers.be
www.paulrogers.be