

# Global Brands Turn to Custom Bean Bag Seating for Events and Workspaces

*Australian company Bean Bags R Us reports increased demand for branded seating solutions at international events and corporate venues*

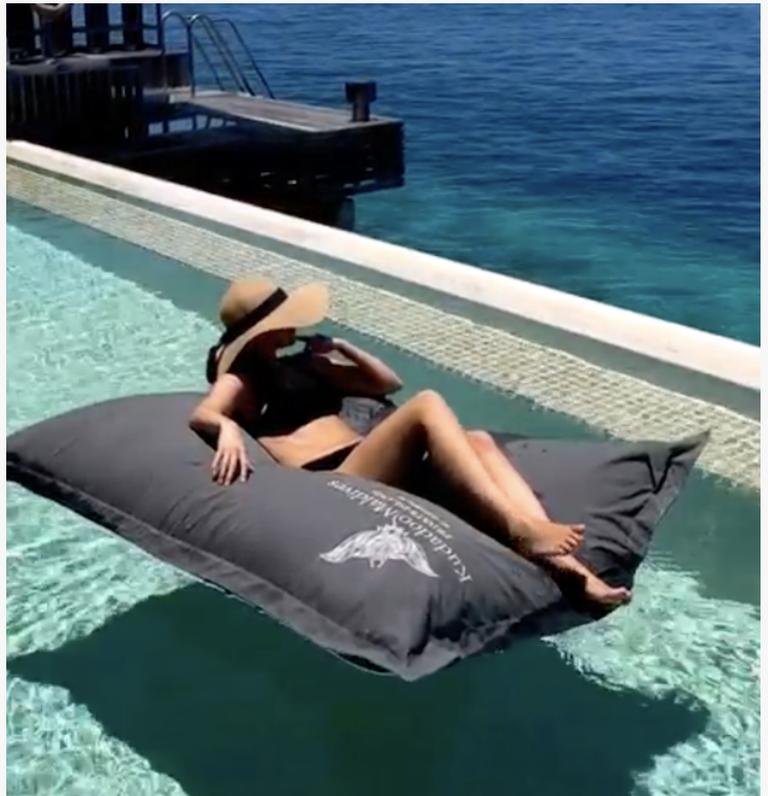
GOLD COAST, QUEENSLAND, AUSTRALIA, May 26, 2025 /EINPresswire.com/ -- As businesses seek more immersive ways to connect with customers, branded bean bag furniture is gaining ground as a compelling tool for experiential marketing and event engagement. One Australian manufacturer, Bean Bags R Us, has seen increasing demand for custom-branded bean bag products across industries ranging from technology to hospitality as organisations prioritise comfort and design in event planning.

From corporate lounges at music festivals to branded relaxation zones at global product launches, custom bean bag seating is becoming a fixture at high-visibility events. These seating options offer practical benefits - lightweight mobility, durability, and adaptability to indoor and outdoor use - and present brands with a new canvas for visual identity.

## A Growing Trend in Branded Environments

In recent years, the design of event spaces has evolved to include softer, more casual furnishings that encourage attendees to linger, relax, and engage. Once seen as casual or juvenile, bean bag furniture has re-emerged professionally, often tailored to match specific brand guidelines through colour, fabric, and logo treatments.

“Custom soft seating has become a tool for brand storytelling,” said Geoff Brand, Founder of Bean Bags R Us. “It’s not just about visibility. It’s about creating a tactile, welcoming atmosphere



Branded bean bag at Kudadoo Private Island Maldives

where guests want to spend time - and where the brand becomes part of that experience.”

Branded ‘chill-out zones,’ pop-up lounges, and creative breakout areas are increasingly transforming corporate, retail, and entertainment settings. In many of these environments, traditional seating feels formal or inflexible. [Branded bean bags](#) offer a visually impactful solution, are practical to deploy, and are conducive to informal interaction.

#### Utilisation Across Industries

Bean Bags R Us has supplied custom-branded bean bags for various applications. In the technology sector, companies have integrated the seating into developer summits and innovation showcases. In the beverage and entertainment sectors, major brands have used the furniture to anchor their presence at concerts, sporting events, and festivals.

The versatility of the product is part of its appeal. At university campuses, bean bags provide informal gathering spaces in student unions and libraries. In retail, they support in-store activations and encourage extended dwell time. At product launches, they often appear in branded photos and videos shared across social platforms.

“The product’s flexibility is one of its strengths,” said Brand. “Our clients have used them on beaches, rooftops, trade show floors, and university lawns. What makes them particularly effective is that they’re not just passive signage - they’re interactive.”



Jacobs Creek wines branded bean bag on Sydney Harbour



Branded Bean Bags at Howard Smith Wharves, Brisbane, Australia

## Customisation and Practical Design

According to the company, orders for branded bean bags typically involve a high degree of customisation. Clients may request embroidery, high-resolution digital printing, Pantone-matched colours, or specialty outdoor-grade materials. Durability and weather resistance are frequent requirements, especially for seasonal campaigns or multi-location deployments.

“Our production process allows us to align closely with branding guidelines while ensuring the product remains functional,” said Brand. “We’ve also invested in global logistics partnerships to ensure timely delivery, even on large-scale orders.”

The seating is available in multiple sizes and forms—from classic loungers to ottoman-style cubes—allowing clients to configure layouts that suit different venues and engagement goals.

## Focus on Sustainability and Longevity

With increasing attention to sustainability in event production, some organisers have opted to reuse branded bean bags across multiple activations or campaigns. Bean Bags R Us notes that longevity is a key consideration in design and materials selection, with many clients returning for reorders or expansions to their original sets.

The company has also responded to inquiries about environmentally friendly fillings and recyclable fabrics, reflecting a broader trend in corporate responsibility. While the nature of bean bag construction imposes limits, efforts are underway to pilot recycled textiles and alternative fills.

“Sustainability is a work in progress for the industry,” said Brand. “We’re continuing to explore ways to make the product lifecycle more circular without compromising comfort or aesthetics.”

## International Reach and Local Roots

Founded in Australia, Bean Bags R Us has expanded its reach through international shipping and localised online storefronts. While the core business remains based in Brisbane, the company services clients across North America, Asia, and Europe.

Despite the company’s growing international footprint, much of the production, design, and quality control remains in Australia. According to Brand, this has helped ensure a consistent craftsmanship and customer service standard.

## A Medium for Connection

Experiential design has become more important as hybrid work, digital fatigue, and brand differentiation remain challenges across industries. In that context, branded soft seating offers a tactile, physical connection between companies and their audiences.

“There’s a reason more brands are choosing bean bags over plastic chairs or temporary signage,”

said Brand. "It's a low-tech, human-centred solution in a high-tech world."

Whether at a conference, a pop-up event, or a company retreat, branded bean bags may continue to appear - not just as a trend but as part of a larger shift toward environments designed to be functional and memorable.

#### About Bean Bags R Us

Established in Australia, Bean Bags R Us designs and manufactures premium bean bag furniture for commercial and event use. The company serves a global clientele with custom-branded seating solutions that combine comfort, durability, and visual impact.

Geoff Brand

Bean Bags R Us

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