



The 47th NeoCon took place at the Merchandise Mart in Chicago from 15th to 17th July 2015. NeoCon is the largest commercial interior show in North America with around 50 000 visitors. The highlight for Interstuhl was the opening of the new Interstuhl showroom at the Merchandise Mart during NeoCon where Interstuhl welcomed international clients. Due to this local presence, Interstuhl can offer a better customer service on site, which is the basis for the further expansion of the sales activities in the US.

The new Showroom serves as a platform for product presentations for international partners, customers and architects. The Sales activities which are focused on the chairfamilies Hero, AirPad und EVERYis1 are supported by short delivery times of warehouse products.

With numerous investments in staff, showroom, stock, logistics and local marketing Interstuhl presented itself in a new way for existing and new sales partners and the position on the US American market was strengthened. Following this strategy, the expansion of the brand Interstuhl in the US will be continuously supported in the future.