



### Open House Event - Presentation of TANGRAMis5 and BUDDYis3

On 12 February TANGRAMis5 and BUDDYis3 were presented to a many distributors during an Open House Event in the London showroom. The showroom was revamped for the purpose, and the current products repositioned in a new setting within the showroom.

The features that appealed most about TANGRAMis5 were its versatility, its comfortable seating, and its intelligent design. The sofa landscape served as a platform for some lively sales discussions in an open and friendly environment. Another highlight was the innovative electrification pad, facilitating use of laptop and smartphone whilst sitting on TANGRAMis5.

The visitors were also very interested in BUDDYis3's timeless design and various different combination possibilities. In particular the conference chair, which is incredibly comfortable thanks to the lockable rocking mechanism, created space for some spirited conversation. The Silver models in McLaren Design placed by the window proved to be another fabulous draw for the showroom.

This successful market launch strengthened business relationships, both long-standing and new, giving a great boost to the Interstuhl brand in Great Britain.