



Enjoy Seating Performance At this year's Orgatec, Interstuhl introduced a comprehensive range of design concepts for seating and communication, pioneering product innovations and, last but not least, itself.

Meßstetten-Tieringen, October 2014. "For us, Orgatec 2014 was more than a sales event. This is where we actually met the people for whom we make our chairs, and we were able to show what Interstuhl is all about, and what we stand for." This is how Helmut Link, Managing Director of Interstuhl GmbH & Co.KG, described his experience of Orgatec 2014.

For Interstuhl, this year's lead fair for office and project environments was completely characterised by the brand slogan: "Enjoy Seating Performance". The company from Tieringen wanted people to get a tangible sense of what the Interstuhl brand means. For more than 50 years, Interstuhl has been developing and manufacturing seating solutions that consistently define the contemporary benchmark for top-performing and performance-enhancing seating, and continue to do so today. Interstuhl combines technical sophistication with innovation, surprising and intelligent solutions, and an uncompromising standard of quality. The company is completely committed to the notion of "German Engineering". However, Interstuhl is also committed to its own design quality standards, which result in a product which appeals to all the senses, and provides a holistic, innovative and also technologically attractive experience. Moreover, Interstuhl stands for efficiency. The sensitive handling of every kind of resource - ecological, economic and also ergonomic - is the Company's mission statement. In this way, we can create seating solutions that perform convincingly and give a great deal of pleasure.

In order to bring this awareness closer to customers, business partners and also to a wider public, Interstuhl created a trade fair stand for this year's Orgatec which brought to life the brand philosophy in an architecturally demanding yet appealing environment. A large proportion of the activity at the fair was dedicated to informal interaction and hospitality. We wanted to give our visitors the feeling that they had been invited by friends.