



Interstuhl Orgatec 2012 - Office is where you are

Interstuhl was very pleased with the extremely successful Orgatec exhibition which closed the gates on Saturday, 27th October 2012.

Helmut Link (Director of Marketing and Sales) summarized the five exhibition days as follows: "The first days have already exceeded our expectations. We were very pleased to have welcomed about one third more visitors than two years ago. Additionally, its international character increased significantly, especially, visitors from important and potential growth markets. It is particularly pleasing that the quality and number bulk customers from Germany exceeded Orgatec 2010 by 30%."

Noticeably, Interstuhl's exhibition stand was focusing intensively on the changing environment in modern work spaces. The ways we work are changing. Our work spaces today will not be the same in the future. Depending on the type, form and purpose of our work, we will change our work place in office environment: Office wherever you are.

Interstuhl has always been leading the development of office furniture and has also shaped the future of offices. Interstuhl demonstrated that its chair and communication solutions fit perfectly to the new ways of working and match the requirements of future offices. Interstuhl's concept was characterised by the diversity of sitting, seating solutions suitable for different areas and applications.

All new products and their application were presented at the booth according to their theme. The general idea was to divide the open floor space into zones by suspended cubes and architectural elements. Between the reception and the catering/back office, the entire product ranges were displayed, demonstrating great German expertise. Textile covered cubes were hanging at different heights from the ceiling. Below, Interstuhl showed entire product families, settings and whole room solutions.

At Orgatec, Interstuhl showed that it is constantly looking for new and innovative office solutions. It showed temporary, as well as permanent office environments, in a modern way. Interstuhl received positive feedback throughout, which proves that the products and concepts match the widespread demand for versatile working requirements. They meet various office situations, are tailored to individual needs and also adapt to specific work requirements.

ORGATEC 2012 numbers (details of Exhibition Company): At the ORGATEC 2012 622 companies from 35 countries (2010: 604 companies from 41 countries) participated. Gross exhibition area approximately 105,000sqm (2010: 105,000sqm). This includes 225 exhibitors and 31 additional represented companies from Germany (2010: 227 exhibitors and 12 additional represented companies) and 359 exhibitors and 7 additional represented companies (2010: 363 exhibitors and 2 additional represented companies). Thus, 59% from abroad (2010: 60%). It is estimated that including the last day, 50,000 trade visitors from 123 countries visited Orgatec (2010: 50,237 trade visitors from 112 countries), of which around 48% (2010: 44%) came from abroad.