



In the new market study of the IC Consulting about the German office furniture market, the institute sees a still affected by the crisis, market brand awareness as a distinct competitive advantage. Strong brands offer the consumer not only a prestige factor, but also focus on the variety of providers.

For interstuhl it is very good that they stand in the new market study in the market at the top. Interstuhl reached the second strongest effect with an unaided advertising awareness level of 18%. When recognition is based interstuhl is with 54% clear on the first place.

Besides price, has the theme of ergonomics as a decision of great importance. 86% of respondents will pay for ergonomic furniture more money. 73.3% of respondents said interstuhl to have bought for this reason.

*Source: IC Consulting*