



Successful kick-off event with East European sales partner

On 17th-19th January our sales partners from Eastern European countries were invited for the annual CEE Event. 12 dealers and in total 25 participants from 9 countries followed the invitation and enjoyed the Interstuhl gala evening with dinner, CEE award ceremony and dance show at the first evening.

On the two following days trainings for the product novelties AIMis1, VINTAGEis5 and the new public seating products VLEGSis3, SNIKEis1, CURVEis1 and FORMEOis1 were on the agenda. In addition to a factory tour, were the sales partners received insights in the Interstuhl production processes, the knowledge in production and laboratory seating was updated by a bimos training with Labsit as the new lab chair solution. On the second evening a cooking battle provided a good mood among all participants and a entertaining evening.