



The Interstuhl branding is going to be established more and more in the showrooms of our South American partners. This enables a stronger distribution and awareness of the brand Interstuhl. The start was set with the showrooms of our partner Riviera in Mexico-City. We have installed a wall with Interstuhl branding. In front of the wall the important products for these markets were displayed. Most of these products will be products for the South American countries now in Mexico. After that further showrooms from our partners in Costa-Rica, Panama and Paraguay were designed, more showrooms are already in planning...