

INSPIRING OFFICES. SINCE 1790.

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PRESS RELEASE

Bene presents new ideas and creations for tomorrow's working environment, as part of ORGATEC week

Waidhofen an der Ybbs, 29 October 2018: On the first day of ORGATEC, over 700 international experts visited Bene's Cologne showroom in the evening for the opening of a special exhibition, "The Bene Kaleidoscope – Creating visions for the working environment of tomorrow", which was followed by a presentation of the latest innovations from Bene's design studio. The guests – industry specialists from many countries – were impressed by the new products in the PIXEL and STUDIO by Bene lines. The celebrations, hosted by the Austrian-based international office furniture expert Bene, continued until late into the evening.

On the first day of ORGATEC 2018, the largest European design fair for the office furnishing sector, Bene opened a special exhibition, "The Bene Kaleidoscope – Creating visions for the working environment of tomorrow". Over 700 invited guests from the fields of architecture, design, research and politics attended the event hosted by the international office furnishing expert. The newly refurbished showroom in Cologne was transformed into a dazzling stage for Bene's latest creations. Bene is building directly on the success of their award-winning product groups PIXEL and STUDIO by Bene, both of which have won numerous international design prizes. PIXEL, for example, was nominated "#1 Büroprodukt 2018" (#1 Office Product 2018). *"The office of the future is certainly a place for collaborative work and communication, bound by shared culture and experience, and supported by excellent products,"* says Michael Fried, Bene's Executive Board Member for Sales, Marketing and Innovation, describing a key characteristic of tomorrow's working environments. *"With this in mind, all of Bene's products and solutions always embody much more than just functionality and innovative design. They also make a valuable contribution to positive company culture. PIXEL and STUDIO are our responses to clients' wishes and the need for flexibility, at the same time keeping furniture to the minimum essential,"* Fried explains, reflecting on the success of these two product groups and Bene's decision to extend both ranges.

PIXEL was developed in response to the growing demand for workspaces that foster creative processes. These natural pine plywood boxes can be quickly and flexibly arranged to form a wide variety of furnishings. Since the initial launch of this flexible module in spring 2017, Bene has been working on extending the range and at ORGATEC they introduced new PIXEL products that extend its creative possibilities. The new elements open up an even wider range of potential uses. The **additions to the PIXEL system** provide the flexibility needed for individual room configurations, creating the ideal basis for furnishing co-working spaces, start-ups or shops. For events, PIXEL can be transformed into a bar, standing table or DJ desk in next to no time. PIXEL Pod and PIXEL Tray allow flexibility for different height settings. The PIXEL Power Box provides a freestanding power supply. The mobile PIXEL Wheel Tray provides neat storage for the elements of the PIXEL Tower: boxes, tops and pads can be stacked efficiently and moved around easily, offering a new kind of individuality and flexibility that is accessible for anyone.

STUDIO by Bene is a workplace system for everyone who lives, works and thinks design, and whose professional and private life are closely interconnected. At ORGATEC, Bene added to the original table, shelf and accessories launched in early 2018, complementing them with a table system at standing height, and a side table. The **STUDIO High table system** combines the minimalist design of the STUDIO product family with the functionality of a high desk. The standing height version of

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STUDIO is ideal for informal meetings, spontaneous discussions or as an individual standing desk. Also new are the **STUDIO side tables**, similarly characterised by distinctive minimalist elegance of the range. Combined with sofas or lounge chairs, STUDIO Side tables – available with round or oval tops – create a relaxed area that looks stylish either in the office or at home.

About Bene

The international office expert is a specialist in the design and furnishing of modern office and working environments. Bene defines the office as a living space, and its concepts, products and services turn this philosophy into a reality. The Bene Group is a globally active company with its head office and production facilities in Waidhofen an der Ybbs, Austria. Development, design, and production, along with consulting and sales, are thereby united under one Austrian roof. As a significant market player in Europe, Bene stands for innovative concepts, inspiring offices, and high-quality design. Bene develops and produces customised solutions for all company sizes – from one-person companies to SMEs and global corporations.

www.bene.com

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