

INSPIRING OFFICES. SINCE 1790.

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## PRESS RELEASE

### BENE FOR HOME

## **Bene presents a product portfolio for home offices and successfully enters the Business-to-Consumer market segment**

*Vienna / Waidhofen an der Ybbs, 1 July 2021 – With BENE FOR HOME, Bene enters the B2C market and is now offering its trend-setting workstation solutions for the home directly to end customers. The Austrian expert for modern working environments is thus responding to the increased demand for innovative solutions for home offices and presenting a diverse product portfolio for the private customer area. The target group of BENE FOR HOME are all those who do not want to do without design, ergonomics and quality at their workstation at home.*

### **HYBRID WORKING ENVIRONMENT**

The world of work and the office environment are in a state of flux. For many people, remote working, which really means working from anywhere, as well as switching between hybrid models such as working at your place of work and working from home, is already part of everyday professional life. Thanks to enormous technological advances, we are able to conquer the world, run businesses and develop creative ideas, and all from the comfort of our own home. During the coronavirus pandemic, the concept of home office has quickly established itself as a practical one. For many people, the office has become part of the cosy interior of their home. Remote working and home offices will remain relevant as an integral part of the office landscape even after the pandemic.

### **HOME OFFICE – THE NEW INDIVIDUAL WORKSPACE**

*“Home offices will continue to present a different way of working and thus of modern working culture after the pandemic is over”, Michael Fried, Executive Board Member for Sales, Marketing and Innovation at Bene GmbH, points out. Because the changed work situation during the pandemic has revealed an important insight: Home offices are ideal for concentrated, undisturbed work. But what is missing – as experience has clearly shown us – is the creative interaction when it comes to making quick decisions and brainstorming as well as maintaining social contact with colleagues and managers. The vision for motivated work with high output is a hybrid structure in which office and home office phases complement each other. “It is therefore a logical step for us to combine our expertise from the office environment with designing professional and attractive workstations at home”, concludes Michael Fried.*

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The holistic office concept **THE CORE by Bene** for working during and after the pandemic has already attracted attention. At the same time, experts have been developing **SMART OFFICE by Bene**, a data-driven tool for the digitalisation and optimisation of office space. Now the Austrian company is launching the **BENE FOR HOME** product portfolio and is consistently continuing its innovations. **BENE FOR HOME** offers flexible, inspiring workstations with the perfect “work-style balance” for the home. Ideal settings for the new working environment in which offices and home offices will complement each other in the future.

### **BENE FOR HOME – FLEXIBLE, FUNCTIONAL AND WELL-DESIGNED**

With the allure of timelessly elegant designer pieces and with numerous qualities such as functionality, durability and ergonomic extras, Bene is creating a home-office range that impresses with a strong, formal signature and high recognition value. *“As well as quality, comfort and functionality, particularly important to consider when working from home is the design and adaptation to individual requirements”*, explains Michael Fried. *“The new **BENE FOR HOME** collection merges exclusive aesthetics with the renowned Bene know-how in furnishing inspiring workstations.”*

Key products are the flexible folding table “X-PRESS” and the single-column electronically height adjustable “U-LIFT” standing table. Similarly, there is the “LEVEL LIFT Pure Home” desk, which is also ergonomically height adjustable. Other options include stylish statement tables such as “STUDIO Fact Home” and “STUDIO Swing Home”, as well as the highly flexible PIXEL building block system. Comfortable swivel chairs and mobile pedestals for keeping things tidy complete the personal home office. Of course these are manufactured with the proven Bene quality: The premium products are 100 per cent “made in Austria” and designed in a clear, minimalist form language. *“Design is a fundamental part of our company culture & DNA”*, says Michael Fried.

The office experts are also opening new sales channels for **BENE FOR HOME**. This range is primarily offered through furniture dealers and online suppliers from the upmarket design sector with a focus on private customers. A major component of marketing support will be the newly launched website “bene-for-home.com” – including a dealer list complete with contact information. Through this, Bene is turning the new home office collection into a holistic business concept for the complex demands of the modern working environment.

### **About Bene**

*The international office expert is a specialist in the design and furnishing of 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, and develops and produces customised solutions for all company sizes – from one-person companies to SMEs and global corporations. [www.bene.com](http://www.bene.com)*

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