

WELL-DESIGNED SPACES MAKE WORK FLOW

Martela at the Stockholm Furniture Fair, 4-8 February 2014, #inspiringoffice (stand A33:10)

At the Stockholm Furniture Fair on 4-8 February, the mood at the Martela stand will be softer than ever before. Designed by Pentagon Design, the stand reflects how workspaces created by Martela are not only ergonomic and sensible, but also comfortable, attractive, harmonious and inviting.

Minna Andersson, Martela Group Marketing and Corporate Responsibility Manager, explains that the visual appearance of the stand and the products showcased are based around the Inspiring Office by Martela concept. The concept was created to meet the challenges of a modern activity-based office. A result of thorough research and development, the concept divides the work environment into various zones. "The nature of knowledge work has changed dramatically over a short period of time, and this presents challenges that modern office environments must meet. The Inspiring Office by Martela concept allows for more efficient use of space, improved employee wellbeing and more diverse opportunities for interaction and encounters between people," says Andersson.

"For workspaces to serve the needs of both the company and its employees, they must be examined from new perspectives. Modern activity-based offices must support various types of work and adapt to a diverse range of situations."

To find out more about the concept, go to: www.martela.fi/inspiring-office

Intelligent!

Technology helps us in our work in many ways, and this also applies to furniture technology. Martela is a pioneer of more intelligent office furniture. At the Stockholm Furniture Fair, we will present an intelligent storage system and intelligent desks that use smart cards to adapt to each user's individual preferences. A video presentation of the storage system is available (in Swedish) at <http://youtu.be/c7MXXi6gMT8>

Art, classics and 3D net

At the Stockholm Furniture Fair, we will relaunch a classic: the Kilta office chair. We will also introduce entirely new products. In addition, our stand will offer visitors an opportunity to be inspired by art. Works by **Nana Hermunen** and **Susanna Peijari** will invite visitors to challenge conventional workspace thinking. Art can create inspiration, enthusiasm and better work flow in surprising ways.

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#Inspiringoffice trends 2014 by Martela:

• Employee wellbeing is never out of fashion

Employee wellbeing is all about uncompromising ergonomics, furniture that adapts to individual preferences, a socially and visually inspiring environment and efficient time management.

• More intelligent

Technical innovations such as identification technology are being integrated into desks and storage furniture.

• Soft, comfortable and convenient

Soft lines and comfort are desirable qualities even in work environments.

• Individual

In an inspiring office, everyone feels that the space is designed just for them.

Kilta design Olli Mannermaa

Designed by Olli Mannermaa, Kilta is a classic office chair that will be relaunched in Stockholm. The newest version of Kilta has castors, height adjustment and a swing motion. Its two- or three-colour upholstery offers an opportunity to create more interesting and inspiring visual environments. This is true retro, as multicolour upholstery was one of the options when Kilta was originally launched. Kilta was the first plastic chair in Finland, with groundbreaking production technology. This classic chair was first introduced in 1955



X-Code

X-Code is the first chair in the new X-Series of task chairs. It has a highly dynamic visual appearance and introduces an interesting material: 3D net. Used in the backrest, 3D net represents a sustainable solution, reducing the need for material by approximately 30% in manufacturing. Its white frame is exceptional for an office chair, but very stylish.

Manufactured at Martela's Nummela factory in Finland, X-Code is the first joint project of Martela and Dauphin, its new partner.



Alku design Iiro Viljanen

With its fresh appearance, the Alku desk is an excellent example of the Inspiring Office concept in practice. The new, higher model makes the Alku perfect for coffee breaks and other less formal uses. It is also available with A-frame legs, for an easy-going office environment. Of course, it is suitable for use as a desk at home as well.

The Alku selection includes a wide variety of desktops and two new height options: 90 cm and 110 cm.



Sola design Antti Kotilainen

With its soft and sensitive forms, the Sola is a perfect fit for the Inspiring Office by Martela concept. The Sola chairs contribute to a visually diverse and inspiring office environment.

Available as a universal chair and a stool, Sola is a perfect partner for the Alku desk, for example. The Sola selection offers a wide variety of upholstery options.



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Get involved and share!

You can find us at the Stockholm Furniture Fair. Before, during and after the fair, you can also find us on Twitter, Facebook, Instagram and your Internet browser.

Join the discussion by using the hashtag #inspiringspaces, share your opinions and challenge ours! One of the participants will win 4 Kilta chairs.

www.martela.com/2014sff

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Martela Corporation supplies ergonomic and innovative office furniture and provides services to modify and maintain professional working environments. Martela is a family company founded 68 years ago and its shares are quoted on NASDAQ OMX Helsinki Ltd. Martela is the market leader in Finland and one of the three largest in the Nordic countries. The company has production facilities in Finland, Sweden and Poland. In 2012, the Group's revenue was EUR 142.7 million and at the end of the year it employed 801 people. www.martela.com

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