

LEADING FINNISH COMPANIES WORKING TOGETHER TO PROVIDE ACOUSTIC SPACES – FRAMERY AND MARTELA DEEPEN THEIR COOPERATION

Martela Oyj and Framery Oy will deepen their collaboration in acoustic phone booth and small conference room solutions.

“Activity-based offices provide a platform for a range of functions and interaction for employees, customers and stakeholders. Modern offices must support the needs of people engaged in different types of tasks and adapt to a diverse range of working situations.” Modern office environments must also offer places where employees can concentrate without being interrupted and spaces for confidential, peaceful and quiet work. Framery is the market leader in the manufacture of these products. The company’s solutions perfectly supplement the Inspiring Office® by Martela -concept.

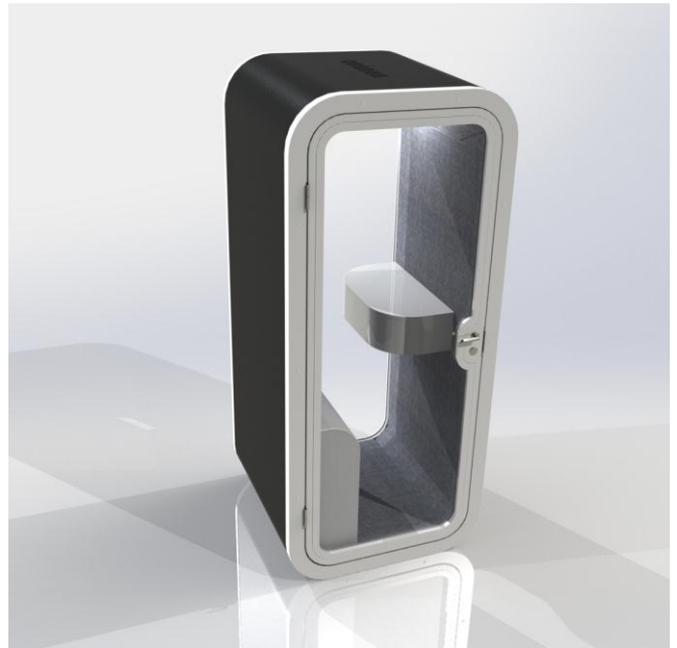
We’ve been working with Framery since 2011. This has been successful, so we wanted to deepen our relationship with Framery, a pioneering company in its industry, and offer our customers the best acoustic solutions on the market,” says Heikki Martela, Martela Oyj’s Managing Director.

Ossi Paija, Framery’s Managing Director, sees a number of important benefits in this closer cooperation with Martela.

“Since Framery is focusing on internal markets in North America and Asia, for instance, collaboration with Martela in Europe is a natural choice. Martela can offer us a sales network that covers most of Europe as well as efficient logistics. Our long-term agreement provides us with an excellent framework to develop our collaboration and for joint product development projects,” says Paija.

The value of the agreement is roughly 4 million euros and gives Martela the right to sell Framery’s products in Finland, Sweden, Norway, Denmark, Poland, the Netherlands and Russia and also in the Baltic countries. Under the agreement, Framery will concentrate its deliveries to Martela in these countries. Framery will provide a sales channel for selected Martela products in the demanding North American and Asian markets.

Martela Corporation designs and supplies ergonomic and innovative furniture and provides interior planning services. Martela also offers a wider range of services that support the maintenance and modification of interior solutions than anyone else. In Finland, Martela offers a comprehensive service that covers everything required for customers making changes in their working environments, from initial inventory and layout planning to an efficient removals service and furniture repair and maintenance. In addition to Finland, Martela’s operating countries include Sweden, Norway, Poland and Russia.



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Framery manufactures high-quality acoustic and sound-insulated phone booths and conference rooms for open-plan offices. Framery's products can be tailored to customers' preferences, with brand colours and logos. Framery has delivered its products to three continents and has dealers in the United States, India and Europe, for example.

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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 2013, the Group's revenue was EUR 132.3 million and at the end of the year it employed 770 people. www.martela.com

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