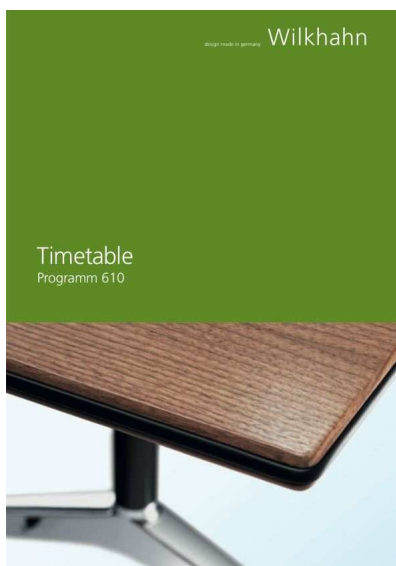


Press release

Wilkhahn takes the offensive with additional model group against me-too products

The original Timetable from Wilkhahn, a mobile table with a pivotable top that causes the foot sections to rotate automatically, has been a yardstick for furnishing high-quality conference and seminar interiors for many years now. With the Timetable Smart model group, Wilkhahn is now introducing a series that is primarily intended to defy the large number of me-too products.



The new Timetable brochure focuses on the aesthetic and qualitative value-added of the original.

Bad Munder. With the products created by designer Andreas Störiko, Wilkhahn has set new international standards for dynamic furnishing of high-quality conference interiors. Even large conference and seminar spaces can be furnished dynamically in no time at all by means of ingenious, patented pivoting and swivel mechanisms – requiring just one person for reconfiguration and minimum storage space.

Most importantly: in aesthetic terms too, these ranges offer ultimate characteristics: with rounded laminated wood lipping and integral, impact-resilient profile, with slender uprights and elegantly modelled foot sections Timetable is equally at home on the executive floors of the World Bank and in high-quality seminar and training interiors at Nike or Shell.



Both prestigious and functional: Timetable (design: Andreas Störiko) has set a new international standard for dynamic conference interiors.

The fact that many competitors have since adopted this Wilkhahn concept bears out the innovative strength of the ranges. On the other hand, this has prompted Wilkhahn to present its new Timetable brochure to underline the value-added of the original product in terms of design and quality. And at the same time, to offer an additional version in the form of the Timetable Smart model group that is especially intended for furnishing training environments, temporary project workplaces and multifunctional interiors.

Wilkhahn



The Smart model group has increased frame dimensions, standardized table tops and a durable pivoting mechanism.



Intelligent and functional: slot-on cable channel for power supply to tables with strain relief and "lasso" cable mount.

For a copy of the new Timetable brochure, further information and image material, please contact:

Wilkhahn
Press + Public Relations
Fritz-Hahne-Straße 8
31848 Bad Münder
Germany
Tel. +49 (0) 5042 / 999-169, Fax -230
burkhard.remmers@wilkhahn.de
www.wilkhahn.de

"Nowadays competitive products are advertised using slogans such as "like the Wilkhahn table, but cheaper. In reality that is, of course, merely comparing apples with oranges", Wilkhahn Director Marketing and Sales Holger Jahnke explains. He adds that there are some segments at Wilkhahn where the focus is not primarily on prestigious models. "That is why we are offering the Smart model group as a newly developed version that presents a convincing solution in the competitive market not only in aesthetic and functional terms, but it can also be produced much more cost effectively."

The Smart model group is characterized by the following features:

- The table tops comprise hardwearing panel, with direct melamine resin coating (150 x 75 cm) in basalt grey or silver grey, with plastic, colour-matched lipping.
- The simplified, extremely durable pivoting mechanism with integral storage buffers locks in place in the horizontal and vertical position of the table top. The locking mechanism is released simply by operating the horizontal draw rod and pivoting the table along the horizontal axis.
- The dimension of the frame has increased whilst reducing projecting length at the sides in favour of more legroom to accommodate two chairs comfortably between the foot sections.
- For application as a temporary workplace or in training layouts employing media technology, a cable channel with integral power supply and data connection modules, strain relief and cable mount accessory is also available.

Wilkhahn has had a perfect idea for the market launch: A Tippkick set (table soccer/football game) has been developed and especially tailored to the table top dimensions; it is intended to allow people who are interested in the product to familiarize themselves with the new model group in a playful, hands-on manner. An excellent exercise in fair play in the competitive field.