

Press release

Wilkhahn kicks off in 2004 with new general catalogue

Bad Münden. Wilkhahn has brought out its new catalogue 2004 / 2005 with a general overview of product ranges and corporate philosophy at the outset of the new year. It spans 66 pages and introduces the reader to Wilkhahn culture and product portfolio: key products and application concepts are presented within the product segments of "Working", "Conferencing" and "Relaxing". The chapter on the Wilkhahn Customized Manufacturing Centre elucidates options for customizing serial products. The emotional photographic style, the snappy texts and the open-pore paper with an embossed cover make looking, reading and touching a hands-on experience.

Director Holger Jahnke also expects the catalogue to give a highly positive impetus in a market that is generally considered somewhat problematic: "With this printed catalogue, with its sophisticated, high-quality design, we intend to set a clear signal for quality, attention to detail, competence and committed customer orientation, in contrast to the general trend in the industry. It will also provide both specialist dealers and architects with an excellent instrument for making decision-leaders more aware of potential for differentiation by means of design, innovation and quality."

After the Wilkhahn Orgatec exhibition stand had recently won first prize at the ADAM AWARD contest, the consistent design of the catalogue with the revised Wilkhahn corporate design now marks a further step toward strengthening the brand throughout the world. The new catalogue is available in German, English, Dutch, French, Spanish and Italian.

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