

Press Releases

Steelcase to distribute Taiga Concept Lohko Booths exclusively in Asia Pacific markets

Hong Kong (26th June 2019) – Steelcase today announces a new exclusive relationship with Taiga Concept Ltd., the Finland-based company, to distribute and sell Taiga Concept's range of Lohko Booths in Asia Pacific markets, beginning in June 2019. The Taiga Concept range of privacy booths complements an extensive and growing Steelcase portfolio of acoustic pods, expanding the range of privacy solutions available to Steelcase customers throughout the Asia Pacific region, backed by the ease of delivery and reliability of the largest dealer network in the industry.

Since its founding in 2015, Taiga Concept has developed innovative soundproof modules, designed to enhance the wellbeing and efficiency of people working in offices and public spaces. The modular, free-standing designs and selection of materials express a Scandinavian simplicity and functionality, with refined natural finishes. The versatile modules can be configured for individual and team activities that require privacy, including phone booths, video conference facilities for Asia Pacific markets. Taiga Concept recently expanded production to China.

“We are pleased to offer our clients a comprehensive range of acoustic pod options to meet the growing demand for scalable office modules in the Asia Pacific markets. Taiga Concept Lohko Booths enable organizations to provide privacy on demand, and they now are easily available for Asia Pacific clients through the Steelcase distribution network,” said Samantha Giam, Director, Product Marketing for Steelcase Asia Pacific.

“Asian markets are fast-paced, and our competitive advantage is that we can provide solutions close to our customers. This accelerates the process and is also better from the environmental point of view” said Maarit Sinikangas, CEO of Taiga Concept. Sinikangas adds that, in the international market, it is important that the products are easy to use, sustainable, certified, and the components are recyclable. These are the inherent features of Taiga Concept’s design and manufacturing and are core values that Taiga Concept shares with Steelcase.

About Steelcase Inc.

For over 107 years, Steelcase Inc. has helped create great experiences for the world’s leading organizations, across industries. We demonstrate this through our family of brands – including Steelcase®, Coalesse®, Designtex®, PolyVision®, AMQ™, Sprague System®, Orangebox®, and Turnstone®. Together, they offer a comprehensive portfolio of architecture, furniture and technology products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including over 800 Steelcase dealer locations. Steelcase is a global, industry-leading and publicly traded company with fiscal 2019 revenue of \$3.4 billion.

www.steelcase.asia

About Taiga Concept

Finland based Taiga Concept Ltd. designs, manufactures and sells privacy space modules for use in offices and public spaces. The modern design of the Taiga Concept range of modules focuses on the user experience, created with high-quality materials including wood, glass, and metal. The family-owned company was founded in 2010.

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