

## Press Releases

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# Steelcase to distribute Officebricks in Europe, Middle East and Africa

**Munich, 11th October 2018** – Many of today's workplaces are set up as open offices to encourage collaboration. This type of design can be efficient in terms of estate utilization but the imbalance between interaction and privacy at many offices has reached crisis proportions, taking a heavy toll on workers' creativity, productivity and engagement.

The solution Steelcase proposes is an ecosystem of open, shielded or enclosed spaces where employees can choose the level of privacy they require. This is fundamentally about empowering individuals with choices and giving them control over their work environment. To pursue this vision, **Steelcase announces today a new collaboration with Officebricks which offers an innovative sound insulating cabin system for professional use in offices. Officebricks® cabins provide exceptional acoustic performance ensuring that employees have private and secluded spaces to get things done, whether working alone or in teams. The characteristic design and construction of Officebricks cabins offers extreme speed of installation, ease of assembly and disassembly as well as a distinctive palette of color choices to personalize office space.**



*"It's difficult for employees to find the privacy they need to concentrate, reflect and rejuvenate – all critically important activities in the quest to innovate and for overall wellbeing at work", says Alessandro Centrone, VP Marketing EMEA at Steelcase. The number one complaint from office workers is now a lack of privacy, both visual and acoustic. That's why we are thrilled to bring scale to the sophistication of acoustic performance solutions provided by Officebricks. We are confident that this new collaboration will provide our clients with a simple and smart solution for acoustic isolated private spaces within open collaborative areas."*

Steelcase will offer the full range of Officebricks products throughout Europe, Middle East and Africa, with availability expected in Fall 2018. The Officebricks collection augments the extensive Steelcase portfolio of office furniture, technology and architecture solutions for the modern workplace, offering architects, designers and customers expanded design options, easily accessed through the largest dealer network in the industry.

*“The open plan must come along with private spaces. As single offices are decreasing, Officebricks offers the confidentiality that is needed for the open plan work, where people can seek respite. Our collaboration with Steelcase is the opportunity to balance the need for collaboration and privacy and offer the best solution for our customers. We are a young business, but we see a lot of potential in our partnership with Steelcase”,* says Peter Smeets, CEO of Officebricks.

Steelcase partners with a diverse network of thought-leaders and organizations around the world. These partners enrich its offering, contribute to continuous learning and promise greater value to Steelcase customers. Officebricks is the latest of recently announced global and regional Steelcase partners. For more information on Steelcase and Officebricks, visit [www.steelcase.com/eu-en/our-partners/](http://www.steelcase.com/eu-en/our-partners/)

## **About Steelcase Inc.**

For over 105 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®, Turnstone®, Smith System®, Orangebox® and AMQ™. 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 2018 revenue of \$3.1 billion. [www.steelcase.com](http://www.steelcase.com)

## **About Officebricks**

The Officebricks cabin system combines excellent sound insulation with flexible, user-friendly solutions to create privacy areas in offices, hotel lobbies, industry environments and on trade fairs. Our customers appreciate the modular design with easy-to-assemble bricks ensuring high value, high stability and ideal total cost of ownership. Officebricks cabins are Made-in-Germany and fully CE certified. The sleek design and superb finish are supplemented by a wide range of customization options. The rapidly growing demand for our products makes Officebricks one of the leading suppliers of sound-insulating cabins.

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