

Press Releases

Steelcase Expands Relationship with Danish Design Company Bolia

GRAND RAPIDS, Mich. and HONG KONG (September 13, 2018) – Today Steelcase and Bolia®, a contemporary Danish furniture designer and maker, announce plans to expand their relationship to the Americas and Asia Pacific. Building on their successful collaboration in Europe, Middle East and Africa, Steelcase will offer an exclusive curated collection of Bolia designs, including sofas, armchairs and tables, to customers throughout North America and Asia Pacific. The collection will be available in the fall of 2018 in North America and in early 2019 in Asia Pacific. This Bolia collection complements an extensive, growing Steelcase portfolio that gives customers easy access to more choices with delivery by the largest and most reliable dealer network in the industry.

“Since we launched our relationship with Bolia in Europe last year, we’ve heard from architects, designers and clients that are eager to have access to their furnishings in North America and Asia Pacific. We’re thrilled to bring the superior craftsmanship, creative excellence, sophistication and beauty of Bolia products to more workplaces around the world,” said Allan Smith, vice president of global marketing for Steelcase. “This expanded relationship provides our customers with convenient access to a breadth of design choices, supported by reliable, commercial distribution.”

Inspired by its Nordic heritage, Bolia creates atmospheres built on warmth and bold, luxurious materials. The Bolia design team presents its collection in its design stores in Denmark, France, Germany, Norway, Sweden, Holland, Belgium, Austria and Switzerland with online sales to all EU countries.

“We’re incredibly excited about this extended relationship with Steelcase that brings the best of our new Scandinavian designs to more offices around the world,” said Lars Lyse Hansen, CEO, Bolia. “Creativity is at the heart of our unique collections. Together with Steelcase, we’re creating inspiring places to work around the globe.”

Steelcase collaborates with a diverse network of forward-thinking partners around the world. These partners enrich its offering, contribute to continuous learning and promise greater value to Steelcase customers. For more information on Steelcase and Bolia, visit www.steelcase.com/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®, AMQ™ 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 2018 revenue of \$3.1 billion. www.steelcase.com

About Bolia

The award-winning Danish design company has 50 inspiring stores in Denmark, Sweden, Norway, Germany, Belgium, The Netherlands and Switzerland, alongside a webshop covering all EU countries, and more than 130 dealers in 23 countries around the world. The Bolia design team consists of more than 40 international designers who develop two annual collections, consisting of more than 300 new furniture and interior designs. With a passion for Nordic design traditions, sustainable materials and top-notch craftsmanship, Bolia produces more than 90% of all designs in Europe. All designs are tailored to each customer's personal style and needs. Bolia is a fast-growing company that has gained great international recognition for design, concept and creativity at the Global Retail Awards, Global E-Commerce Awards, International EFFIE Awards and as the winner of several Danish retail and e-commerce awards. www.bolia.com

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