SITAG
swiss style at work

Sennwald, March 2019

Sitag with growth and laser technology innovation

Sitag can look back on an outstanding financial year 2018 with 20% growth and is the first office furniture manufacturer in Switzerland to use laser technology for free-form shapes in a processing centre.

Sennwald. For Sitag, a manufacturer of high-quality office furniture and office chairs based in Sennwald, incoming orders in 2018 were highly gratifying and increased by more than 20%. «Thanks to the high level of performance and our proximity to the customer, it was possible to set up over 950 workstations at companies such as Group Mutuel, over 1000 at Sunrise or over 980 at one of the world's largest auditing companies,» says Yilmaz Boduk, CCO of Sitag AG. Every year, Sitag also supplies several thousand current-free, liftmatically height-adjustable seat-stand tables for public administration. For the year 2019 Boduk again expects a growth of approx. 13%.

Laser technology for free forms
Since February 2019, Sitag AG has a new processing centre, which now also makes it possible to create free-form surfaces with laser edges. With the laserTec process all common edges can be manufactured. Thanks to the highest precision performance, the edge transitions are not visible thanks to the optical zero joint. In addition to a new heating and dust extraction system, Sitag expects a lot from the new processing centre. «We are constantly investing in the modernisation of our production facilities and environmental protection and are proud to be the first office furniture manufacturer in Switzerland to use laser technology for free forms on a processing centre,» says Toni Lee, CEO of Sitag AG. As early as 2011, Sitag was the first office furniture manufacturer in Switzerland to use laser technology for edges and was able to process straight edges.

Fact box
Sitag has been a member of the Nowy Styl Group since 2015. With sales of around CHF 500 million, the Nowy Styl Group is the largest office furniture manufacturer and designer in Europe. Over 80% of these are exported to more than 90 different countries. The Nowy Styl Group has 19 own showrooms in 15 different countries.

In the years 2011–2019 6 companies (Grammer Office, Rohde&Grahl and Kusch & Co. in Germany, Sitag AG in Switzerland and Stylis in Dubai) were acquired, which means a large product range for different segments. Whether airport, healthcare or hotel furniture - in addition to the main area of office furnishings, the Nowy Styl Group is very well positioned and diversified.

(Continued on page 2)

SITAG AG
Simon Frick-Strasse 3
CH-9466 Sennwald
T +41 (0) 81 758 18 18
F +41 (0) 81 758 18 00
info@sitag.ch
www.sitag.ch

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The new laser technology processing centre for free-form edges was successfully installed in March – pictured from left to right: Marco Rümmele (AVOR), Thomas Untersander (Plant Manager)

(Continued on page 3)

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About Sitag
The renowned Swiss office furniture manufacturer Sitag offers high-quality, exclusive office furniture since more than five decades. The programme lines, which are ergonomically perfected, functionally well-thought and processed in best craftsmanship cover all demands to equipment for office and management floors as well as conference and lounge areas. International design awards such as the red dot design award emphasise the innovative force and design competence of the Swiss manufacturer. The brand Sitag with the claim ‚swiss style at work' stands for lifestyle and crafting precision in best Swiss quality. Currently 125 employees are engaged at the company site in Sennwald, the showrooms in Bachenbuelach and Nyon (Switzerland). Sitag is a company of the Nowy Styl Group. The Nowy Styl Group is one of Europe's leading manufacturers and suppliers of complete solutions for offices and public spaces. As an experienced expert and designer of office worlds, auditoriums and sports facilities, the owner-managed company is a reliable partner that offers modern research and consulting services in the field of work style analysis and change management and always takes individual customer needs as well as aspects of ergonomics and acoustics into account.

Press database: Pictures and additional information are available for download at

transfer.freicom.ch
User name: sitag
Password: sit _ $9466

Contact:
Sitag AG
Wiebke Bröckling
Head of Marketing
Telephone +41 (0) 81 758 18 18
wiebke.broeckling@sitag.ch

Media contact:
freicom ag, St.Gallen
Reinhard Frei
T + 41 71 282 21 31
reinhard.frei@freicom.ch