

ISSUE NO.

2

THE LATEST PRODUCTS, INFORMATION AND EVENTS FROM ORANGEBOX

**in this issue**

Prima 08 review

Airea Meeting Pods

Spina wins at Mixology 08

Joy High Back

Introducing G434

Orgatec 2008



**Welcome to our second issue** >> **which brings you up to date** with all our latest news on product introductions, exhibitions and other events we think will be of interest to you. Thanks to all of you for your feedback on issue 1 and again please use the link below to let us know your thoughts.

# Design Prima '08 Review

PRODUCTS | AIREA | G434 | TIDE

ISSUE NO.2 AUTUMN 2008



## Prima 08 - Another successful and promising exhibition for Orangebox



Orangebox Design Prima Stand 2008



Design Prima has come and gone and despite a little trepidation in the build up to the premier UK show for our industry, everyone associated with Orangebox felt very positive with the outcome. Our major focus was the launch of our new **Airea meeting pods** and we were thrilled at both the response and more importantly the universal view that this extension of our portfolio was 'spot on'.

### The right time at the right place...

For our sales team and dealers it feels that way. Airea has come along at a time when clients require levels of privacy without building walls. The acoustic ceiling adds real innovation and the POD's include power, dimmable lighting and air circulation.

We also launched the Giroflex 434 task chair and we are not surprised by the projects the product is being short listed for. We also premiered the simple and elegant Tide stool and tables, designed by the Orangebox Design Team, and some Dietiker products including the XY table and Kalio, Lumi and Rey chairs.

**They say imitation is the greatest form of flattery...** but within an industry where we believe; to be successful in the long term you must have a unique viewpoint and offer your client's original products and solutions, should we not expect more, from our esteemed competitors. Some of them seem to have developed derivative copies of key Orangebox product such as Joy and Perimeter.

## Airea Meeting Pods

work in peace

Perhaps the most respected element of the Airea meeting pods, given the simplicity and flexibility of their construction, is their acoustic properties. The scope of the Airea range which offers both meeting and resource options with integrated air circulation, power and dimmable lighting is being embraced as a viable alternative to the fixed wall cellular room.

Airea provides the perfect answer,

creating flexible, quiet rooms for

private meetings or working undisturbed.

Our brochure demonstrates not only our thinking behind the integration of Volume into the Orangebox landscape; it clearly illustrates how our expanded portfolio works to realise a uniquely flexible solution of diverse functional scenarios within one office environment. Our key headlines 'work in peace', 'keep noise in' and 'future-proof your workspace' have very quickly run true with many clients, designers and dealers. We would like to put on record that Stephen Harrison of Harrison Associates, Nottingham placed the first order!!

To support the brochure please request a copy of the resource DVD that offers an Almanac, CAD blocks and detailed technical information together with a full photo library. Airea Pods and Link Screens are now on display at our London showroom.

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THESE SPACES FULFIL A BASIC HUMAN NEED FOR

ONE-TO-ONE COMMUNICATION

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Future proof your workspace

email: [enewsfeedback@orangebox.com](mailto:enewsfeedback@orangebox.com)

# Spina Wins at Mixology 08

SIT AS YOU WISH / WITHOUT ADJUSTMENT

## Best Ergonomic Solution

What a night and for the second year in succession Orangebox is a winner at Mixology, with Spina winning the award for 'Best Ergonomic Solution'.

Shortly before DJ Roger Sanchez took the stage at Mixology 08, Spina gained yet more recognition to back up the impressive project success as the bandwagon keeps rolling.

**Is there a slimmer more elegant upholstered task chair on the market? 'we don't think so'**

Whilst the elastomer back gets the wow factor, we've been surprised at how well designers have responded to the upholstered back. With a crisp, elegant upholstered backrest that complements Spina's flexibility it is uniquely comfortable and functional.

Our decision to partner with Itoki to bring this ground breaking design into our portfolio, to compete within this prestigious but most sought after market sector has been fully vindicated. Spina now extends to include a headrest and coat hanger option, together with a beautiful, oval tube frame executive cantilever chair.



move freely /  
without hesitation /  
as spina moves with you

seamless, spontaneous support

orangebox Spina

## Introducing Joy high back

PRODUCTS | JOY | JOY HIGH BACK

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ISSUE NO.2 AUTUMN 2008

We have to offer a big thank you to all of our customers who have contributed to Joy achieving its remarkable success, with sales now projected to exceed £6million for 2008. Everyone has the right to expect great design, smart engineering, sound ergonomics and robust performance. The success Joy has achieved is an endorsement of these values, which we believe are unique in this price sector.

**At Orangebox we have a simple goal - to provide our customers with the best tools possible to excel at what they do. Joy expresses this idea perfectly.**

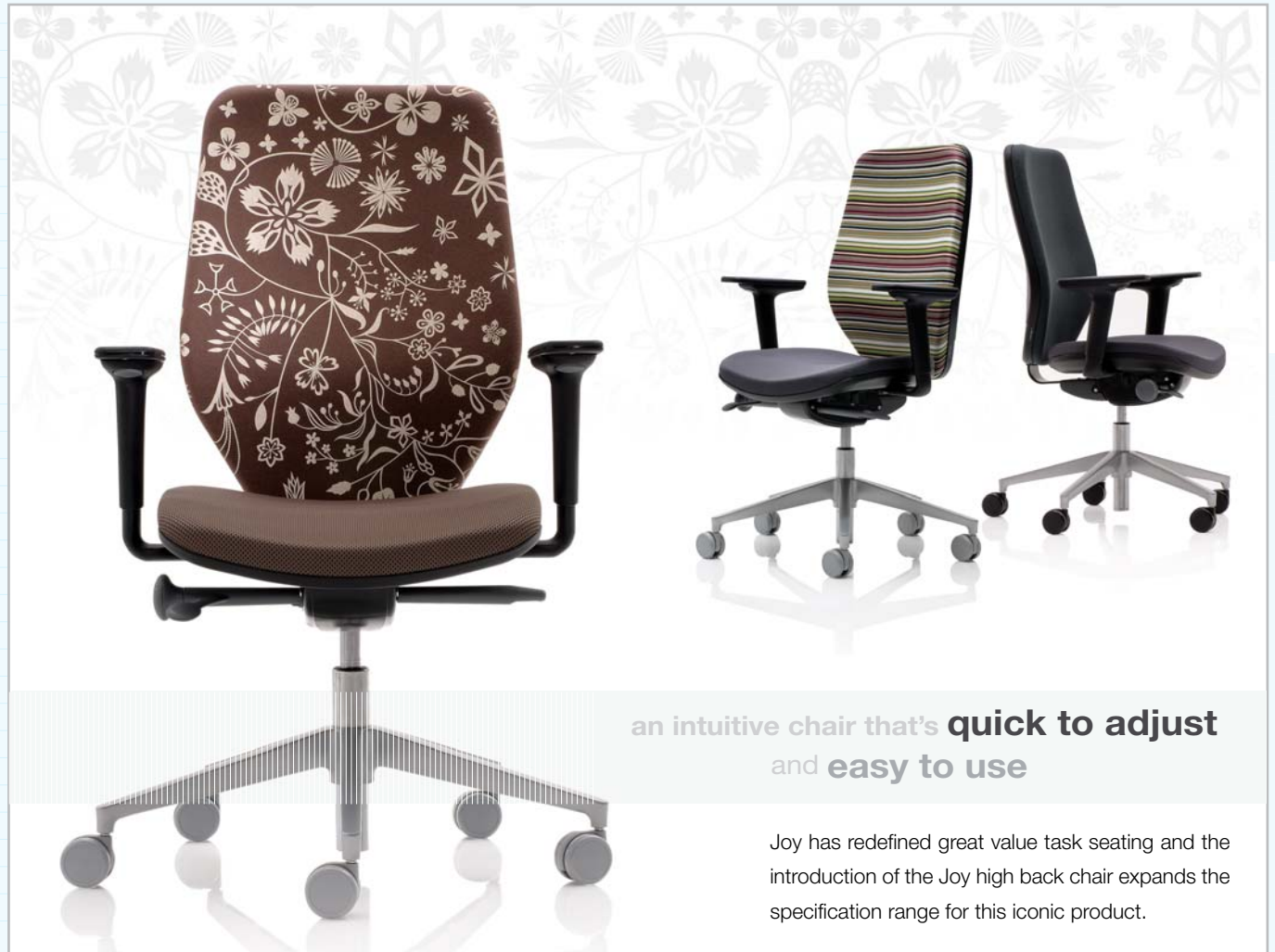
We knew during the development of this bench mark product that it would be successful, but we are thrilled at the breadth of the client base who have embraced Joy as the perfect solution for their workplace.

We believe in not resting on our laurels and we have now expanded the Joy platform to include a new high back option which has an additional aesthetic of a square back shape to compliment the original mid back Joy.

This product together with G434, Tide and the Volume products can be viewed in full on our website where e-brochures are also available for download and printing as required.

[www.orangebox.com](http://www.orangebox.com)

**smart engineering, sound ergonomics and robust performance**



**an intuitive chair that's quick to adjust and easy to use**

Joy has redefined great value task seating and the introduction of the Joy high back chair expands the specification range for this iconic product.

email: [enewsfeedback@orangebox.com](mailto:enewsfeedback@orangebox.com)

## G434 simplicity and elegance

giroflex

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ISSUE NO.2 AUTUMN 2008

Interest is picking up for the 434 task chair which is now turning heads for some up and coming major projects. This product offers a mesh back design and ergonomic solution which achieves an inviting and refreshing aesthetic offering a viable alternative within this crowded market sector.

The 434's mesh back and ergonomics achieve an inviting and refreshing aesthetic richness - a rarity in a sector overcrowded with products that adopt a passive, ambivalent solution.

uncomplicated  
in every sense

the 434 is simple to operate and extremely robust with a design that will fit perfectly into a range of office environments.

434's design is balanced with a seat, arm and base of simplicity and clarity, built off a Giroflex platform where performance is intrinsic to the development and manufacturing process.

The 434 extends to a visitor chair where the mesh is stretched over a steel tube frame to create a chair that's both comfortable and visually appealing. We believe this design will become a successful extension to the G434 range.



G434

## Orgatec 08

Yes, two years have elapsed and Orgatec takes place in Cologne 22-25 October.

This year three of our partners will have a strong presence and each will be introducing key new product. We look forward to sharing these developments with you during the week. Perhaps reflective of the impact we have achieved with Spina, since its launch earlier this year - you will be spoiled and can enjoy not only our good looking sales team on the Itoki stand but some of our good looking product as well.

experience the revolutionary  
spina task chair

Orgatec is as much a networking show as a product venue and we will enjoy seeing everyone associated with Orangebox, including our ever expanding international friends, for a great balance of product inspiration and enjoyable conversation. A lot's happened in two years!

**Dietiker** | Hall 10.2 | Stand M060 L061

**Giroflex** | Hall 08.1 | Stand A060 B061

**Itoki** | Hall 07.1 | Stand A050

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