



WENDELBO

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Introducing our partnership with American design icon Steelcase

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As part of our ongoing strive of bringing our ideas of Danish design to the global community, we are excited to announce a new regional partnership with American design icon Steelcase. The partnership sees us joining forces with Steelcase in the Asia-Pacific market.

Though being firmly rooted in the Danish design heritage, we have been shaped by our global outlook since the founding of Wendelbo in 1955. We work from the belief that design knows no boundaries; that it isn't defined by the country in which it is designed nor produced. Instead, we believe that our perception of craftsmanship, simplicity and elegance is just as relevant in Tokyo as it is in Chicago, Singapore, Paris or anywhere else in the world.

On partnering with Steelcase, Wendelbo CEO Christian Ernemann says: "We are very proud to partner with Steelcase; a brand that we have always seen as a leading player in the contract market. We believe that our shared visions and complementary product offerings will allow us to offer strong solutions to the rapidly growing residential office and education markets in the Asia-Pacific region."

Speaking on the scope of the partnership, Steelcase Director of Product Marketing APAC, Samantha Giam, says: "This year and beyond, the primary purpose of an office will be to bring people together - to collaborate, ideate and socialise. Organisations will need to create conducive environments by including a diverse range of spaces and settings that allow teams to be more productive whilst bonding and feeling at ease."

Lastly, Wendelbo CEO Christian Ernemann notes: "We are confident that the partnership with Steelcase will help our partners in their daily work with Wendelbo, allowing for them to easier use our designs to bring warm touches of Danish design into modern workplaces and educational settings."

In the Asia-Pacific region, the Wendelbo collection is now exclusively available for office and education projects through select Steelcase offices and the Steelcase dealer network.



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About Wendelbo

Wendelbo was founded in 1955 with the ambition to create designs that infuse their surroundings with a timeless elegance, informed by the hand-crafted processes that have been an inherent part of our approach since the very beginning.

Being at once uncompromising and design-centric at heart, we strive for our products to reflect our true passion; to create well-made objects with long-lasting identities in their quality and appearance while breathing refined sentiments into the everyday life of their users.

At the heart of the Wendelbo universe is our collection of upholstered furniture, embodying the simplicity of Scandinavian design while being produced to the highest levels of quality for homes and contract projects alike.

Wendelbo is based in Aarhus, Denmark with operations in 60 countries.