



PRESS RELEASE

Visplay's partner Okamura opens new showroom in Tokyo

Visplay has found the ideal partner for the Japanese market in the company Okamura. Okamura, the market leader for furnishings in Japan, established its new division for modular systems in just a few weeks. Many new and existing Visplay systems have been included in the portfolio.

A suitable showroom - an important sales tool - has been opened in central Tokyo, where Visplays systems can be displayed, demonstrated and explained in detail.

Besides the exhibition of Visplay systems, special emphasis is placed on service and personalised advice – following the Japanese mentality. Okamura has set aside ample space for these requirements.

The exhibition space and office area stretch over two levels (basement and 1st floor). The reception area is 33 m² in size and is situated directly behind a large glass/granite front. This area is used to welcome visitors, become better acquainted with them and introduce them to the world of Visplay. The exhibition space continues over roughly 140 m² in the basement. A total of 10 panel systems and 7 mid-floor solutions are on display.

The room is divided into three meeting areas. Visplay systems are used as double-sided partitions to separate the three zones. Other panel systems are presented around the room in existing niches. The niches separate the systems optically from one another and simultaneously provide a frame.

The dark wooden floor and black ceiling emphasise the exhibition/trade fair characteristic and focus the eye on the Visplay systems. Panels and systems are mainly white, the accentuating colour is light blue. Reference photos are shown on large flat screens on both floors.

Visplay is present throughout the world. Besides its own subsidiaries in Germany, Switzerland, the UK, France, Spain, the Netherlands, Belgium, the Middle East and India, Visplay is also represented by a worldwide network of partners. Visplay is thus the ideal partner for internationally-active customers.

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Okamura Showroom, Japan 2008



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