

PRESS RELEASE
OCTOBER 2022

Reunion for Orgatec: Nowy Styl and Kusch+Co will present new solutions for the offices of the future

- Nowy Styl and Kusch+Co appear for the first time on a joint stand at Orgatec 2022
- In total, the furniture manufacturer presents 28 new products from the portfolios of both brands
- Integration, belonging and balance – new needs of the post-pandemic reality reflected in the booth concept

After four years, on October 25, 2022, Orgatec, the leading international trade fair for modern working environments, will once again open its doors in Cologne. This year the office furniture manufacturer Nowy Styl and its brand Kusch+Co will present themselves at a joint stand and introduce a total of 28 new products in response to the changing needs of today's working world.

During the pandemic the world has undergone some changes and newly defined requirements have contributed to the current development of the office world: networking within the organization, team spirit, work-life balance and an appropriate environment for effective work. These needs were the starting point for the concept of "Reunion", which Nowy Styl and Kusch+Co express at their stand.

– Reunion has a lot of different meanings for us this year – says Karolina Manikowska, Marketing & Workplace Director, Nowy Styl. – It's about meetings with our clients and contractors, but also it's the new function of offices: reuniting people, giving them the space for integration, and balance, providing them with the sense of belonging. Finally, it is also one common stand, that unites Nowy Styl and Kusch+Co – our two brands with the complementary offer. Their products will share the same space in the integration zones: café and welcoming area, and also will be exposed separately in their dedicated sections of the stand.

The tour of the Nowy Styl and Kusch+Co stand will give an idea of the new office model as the place, that fulfils the post-pandemic needs. Integration zones will welcome visitors with cosy finishes and natural materials, which are conducive to informal conversations. The very special space will be the agile zone, that can be easily adapted for the current needs of the visitors. This zone will present different solutions on each day of the fair – it is a great reason to come to the stand more, than once.

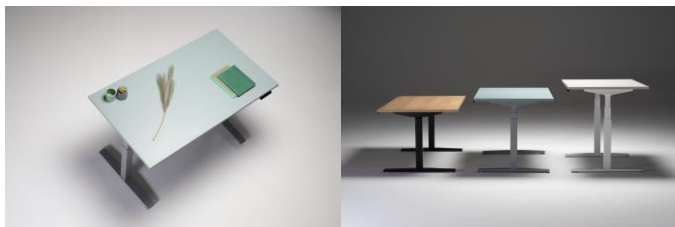
Discover 28 new products introduced by Nowy Styl and Kusch+Co

Reunion would not be possible without new products, which were created in response to the new needs.

[WithME, Nowy Styl](#) – a collaborative chair that reflects 100% of new work culture which promotes team work, mobility and readiness to switch between topics, people and places. Due to compact size and small weight, WithME is a perfect chair for home office as well.



[eUP3 PRO, Nowy Styl](#) – electric height adjustable desks are making office life easier and healthier day by day. The additional advantage of eUP3 PRO is hidden in incredibly easy way of assembly, where almost no tool is necessary.



[XIO 2.0 Meeting table with foldable table top, Nowy Styl](#) – is a smart solution for modern, agile workspaces where flexible and mobile furniture are more than welcome!



[XiliumG, Nowy Styl](#) – a gaming version of legendary Xilium — advanced swivel office chair. We are sure that well-known technology can be an answer to players' needs.



[bSpace, Nowy Styl](#) – you may think it's no more than a desk but we think that bSpace is a customizable basic piece of furniture for your office.



Privi, Nowy Styl – divide space freely and make some privacy. Lamella construction let the walls and panels be shaped flexibly and rolled up quickly after work.



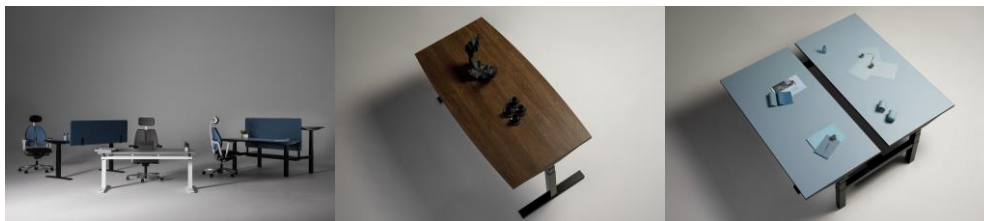
Souly, Nowy Styl – a design-oriented, passion-based chair that impersonates bright minds. It's a perfect match for all working spaces where creativity speaks first.



X-Line, Nowy Styl – take care of yourself and act in the most healthy way possible. X-Line is an office chair created for the everyday mission.



eModel 2.0 – we understand your need to move. eModel 2.0 provides the possibility to work in a sitting and standing position at any time without any effort.



Xilium Counter – high tables are integral part of modern offices. Usefulness of such furniture is best when accompanied with height adjustable swivel chair just like the Xilium Counter.



MeeThink, Nowy Styl – why do people meet? To think, work, talk, relax? Tell us about your expectations so we can give you a MeeThink table that is a perfect match.



Naudu, Nowy Styl – every moment of relaxation, informal conversation or waiting for a meeting, deserves to be spent comfortably. Naudu creates cosy atmosphere in such situations.



Tilkka, Nowy Styl – these days, the utmost luxury is not defined by goods! It is defined by experiences, memories and emotions. Tilkka means: enjoy here and now!



Offa, Nowy Styl – a set of smart, multifunctional, flexible and mobile pieces of furniture that meet the expectation of workspaces where agile style of working is functioning on daily basis.



Utila, Nowy Styl – Utila means a useful, timeless, inspiring, likable and adaptable office chair. It's your back-up in everyday office life.



Vapaa, Nowy Styl – the name of this chair comes from Finnish “vapaa” which means unoccupied and clear state of mind. We hope that Vapaa chair will be helpful to free your mind whatever you do.



Oxo, Nowy Styl – dividing space, having a place to sit for a while and possibility to store things — for all those purposes is Oxo!



Peri, Nowy Styl – agile spaces demand smart solutions. Take a look at this beautiful tower which hides a set of stools and table to provide more comfortable meeting.



Brainy, Nowy Styl – would you mind creating sometimes your own place to focus? And after work just fold your work spot and make it disappear? Try out our conceptual product and give us feedback.



V-Care, Kusch+Co – created to foster user comfort, the chair combines progressive design and hygienic qualities. The sturdy and slightly curved seat shell seems to mould around a user’s body to improve seating comfort.



Creva soft-seating, Kusch+Co – universal and flexible, Creva soft-seating was designed to provide more seamless work experience. Available in a wide range of varieties, ranging from one-seater sofas to extensive configurations.



Creva table, Kusch+Co – an extraordinary desk series that succeeds in transposing the design aesthetics of home furniture to the office environments. Perfect for Connect & Create zones in the office – for informal one-to-one meetings and for the team work.



Creva stool, Kusch+Co – the design language of the Creva stool is entirely based on a circular geometry, resulting in a clear-cut, minimalist look. The line-up consists of stools or bar stools, available with either a wooden or metal frame, complemented by a bench.



Creva wall, Kusch+Co – a perfect solution to create room-in-room spaces. Together with Creva soft-seating, table or stool, Creva will create a purpose-driven enclave where people can escape to meet, focus or relax.



BeWise, Kusch+Co – the quintessence of the "form follows function" postulate. The chair combines all the features like easy stacking, row linking and mobile desktop that make it a perfect solution for conference, training and seminar spaces.



Genaya, Kusch+Co – this modular soft seating series is about creating infinitely versatile configurations. Easily configurable modules typified by soft geometric can be tailored to the needs of any space.



Bound, Kusch+Co – this inspiring furniture series was designed by Karim Rashid. On the one hand it is the epitome of contemporary design and on the other hand, thanks to its soft lines, exudes an aura of cosiness adding an inviting feel to any space.



Embla, Kusch+Co – Made entirely of beech, Embla brings nature and biophilic touch to any interior design. Its characteristic silhouette harmonizes soft lines and clear edges. Embla is perfect for offices, waiting rooms, cafés or canteens.



The designers of our new products are waiting to meet you in our booth

25.10.2022 (Tuesday), 4:00 PM, Hall 7.1, Stand C-030 E-031

Visit our booth and meet Martin Ballendat, the designer of WithME, a chair awarded the German Innovation Award '21 Special. During the presentation, Martin will talk about the design process and the idea behind his latest creation for the Nowy Styl brand. The WithMe designer will also introduce the product itself and answer questions from the audience.

26.10.2022 (Wednesday), 11:00 AM, Hall 7.1, Stand C-030 E-031

Save the date for a meeting with Justus Kolberg, the designer of the V-Care chair - the latest product by Kusch+Co, which was awarded the Red Dot Design Award 2022. During the meeting, Justus will talk about his inspirations and engage in a discussion with the visitors.

Check the details: www.nowystyl.com/orgatec2022

Download products photos [here](#).

ABOUT NOWY STYL

Nowy Styl (www.nowystyl.com) is a European leader in comprehensive furniture solutions for offices and public spaces. It delivers a comprehensive interior arrangement service based on the analysis of specific needs: work organisation, desired effectiveness as well as ergonomic and acoustic aspects. The brand presents its solutions and know-how related to office arrangement in the Office Inspiration Centre in Kraków as well as in 33 showrooms in locations such as London, Paris, Warsaw, Prague and Budapest.

ABOUT KUSCH+CO

Kusch+Co is (www.kusch.com) a brand recognized around the world for its excellent quality, exceptional design of furniture and specialized solutions for healthcare facilities and passenger terminals. At Kusch+Co, quality has always been irreplaceable. This concept translates not only into the products, their design, materials and precision, but also into the general approach. As a man is in the centre of the brand's interest, Kusch+Co wants to give him the quality, that can truly support his dynamic workstyle and lifestyle, his everyday and the environment he lives in.

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