

ISSUE NO.

1

THE LATEST PRODUCTS, INFORMATION AND EVENTS FROM ORANGEBOX

in this issue

Spina Launch Party

The Office Show - Dubai

Prima Exhibition 08 - Preview

Orangebox International

Case Study - Nokia Head Office



Welcome to the first issue of our new Orangebox E-News >>

We will be distributing this bulletin to our clients and collaborators whenever we have some interesting news which we believe will be of interest to you. We believe better communication is vital to continuing our success and if you have any feedback or issues you would like covered please don't hesitate let us know.

Spina Launch Party

St Lukes London

On the 19th February the rain spared us and over 400 guests arrived at the fabulous St Luke's in Clerkenwell.

St Lukes is a stunning contemporary venue in Clerkenwell. It has an impressive modern feel inside and still retains the historic features of a 17th century church outside.

It was the perfect venue for **orangebox** to launch the latest in task chair technology - the eagerly awaited spina chair

It proved to be the perfect venue for Orangebox to launch the spina chair. As Mino Vernaschi commented during the presentation *"Exceptional task chairs like Spina are only realized once every generation"*.

We knew everyone would enjoy this unique venue and the party but we were a little taken aback by the keenness of so many of you wanting to be introduced to the chair in detail. A big thank you to everyone for your response and some really exciting projects are already under consideration for a product we truly believe will prove a powerhouse within our market in the future.

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SIT AS YOU WISH / WITHOUT ADJUSTMENT

orangebox NEWS

ISSUE NO.1 MAY 2008



"The chair as well as the venue is an absolute eye-opener" Mix Magazine March 08

move freely / without hesitation / as spina moves with you



orangebox Spina



email: enewsfeedback@orangebox.com

The Office Show Dubai

February 2008

The Office show 2008 in Dubai was a huge success for Orangebox, it marked our second representation at the show and contributed strongly to the building of our Global brand. Our dealer partners in the UAE used the opportunity to bring in their key existing and prospective clients, and we received a number of good quality leads and firm enquiries across all of the Gulf States and beyond.

Designers and end users alike saw for themselves the **quality and vibrancy**

of the **Comfort Zone** design portfolio

We previewed our new **Spina task chair** and were not surprised by the fantastic response. One key design manager did not get off the chair for 20 minutes.

Orangebox has a significant number of outlets around the globe and can service clients and projects across the whole of Europe, the Middle East, India, Hong Kong, mainland China, Singapore, Australia, America and Canada. Our dedicated Export customer service team regularly ships our portfolio to many other parts of the world too.

If you have an opportunity or query please email phil.robbins@orangebox.com

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LANDSCAPE PRODUCTS | SPINA | JOY

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ISSUE NO.1 MAY 2008



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Design Prima 2008

3RD - 5TH JUNE 2008

Design Prima is always an eagerly awaited exhibition, it is both the chance to see what new concepts are being launched within the industry and an opportunity to showcase new inspirational products ourselves.

For Design Prima 08 we are focusing on an exciting new extension of our landscape portfolio which we believe will offer our clients an exciting new approach for the design and performance of their office environments.

we will show both the recently launched

ground breaking Spina task chair

and also introduce an **exciting new task chair from Giroflox.**

We will also highlight new designs from Dietiker and for the exhibition mezzanine we are installing a Dietiker Café.

We look forward to seeing you on our stand with a comprehensive presentation that we trust you will find both innovative and stimulating.

visit us on stand E1



Going Global

Orangebox have been working hard over the last 15 months to establish a watertight global export manufacturing and customer services system. Our dedicated Export Customer services team currently covers supply streams for Northern Europe and the Middle East, Asia and Australia.

Orangebox has recently signed a license agreement in Australia where a separate manufacturing facility is now live, this will service Australia and New Zealand and will take over supply in areas of the Asia Pacific region.

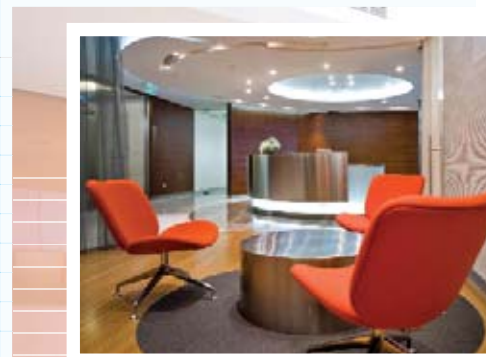
Our export processes are controlled and managed under our ISO 9001: 2000 system.

We are currently supplying as far a field as Trinidad and Tobago, Bahrain, Houston and Vancouver. We manufacture as many parts as possible locally, with a limited number of specialist components being shipped from the UK to further reduce our impact on the environment.

Most recently we have had some significant project wins including Wallmart in Beijing, ABN Amro in the Netherlands, BP in Moscow, CIB in Egypt and ING Bank in the UAE.

If you would like to know more about the global reach of Orangebox contact Phil Robbins: phil.robbs@orangebox.com

www.orangebox.com



Wallmart in Beijing

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

Case Study Review

Nokia Music - Bristol

In 2006 Nokia purchased the independent music company OD2, based in the heart of Bristol. The vision was to create a contemporary open space that would become the home for Nokia Music.

Claremont Group Interiors won the tender process for the design and fit-out and put forward a range of Orangebox products as part of the solution.

The **orangebox** upholstery system **Boundary** was the perfect choice for incorporating in the **Café/Breakout** area.

The building is split over 3 floors, with large open plan working and breakout areas, with the very top floor being entirely glass enclosed. The orangebox upholstery system **Boundary** was the perfect choice for incorporating in the Café/Breakout area and was upholstered in an iconic Paul Smith fabric.

The ideology was to create a new working environment that gave the Nokia Music Team an invigorating and creative place in which to work. Drift chairs were used in the reception area, upholstered in light, airy fabrics. Track work units were used in the relaxation area, covered in two tone green fabrics.

The overall result was a resounding success with the overall refit scoring an impressive 93% in the Nokia office satisfaction survey.

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Photograph courtesy of Claremont Group Interiors