

PRESS RELEASE

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Furniture Solutions' FurniTour through Europe

REHAU brings product innovations and programmes to trade audiences in person

The world of furniture thrives primarily on visual and tactile experience. After an involuntary break, in summer 2021 REHAU embarked on a roadshow lasting several months and showcasing a real trade fair flair. REHAU's FurniTour visited more than 30 locations in 15 countries, offering visitors the opportunity to experience products and take part in exciting face-to-face conversations. Many people from industry, retail, skilled trades and the world of architecture and design were interested in what was on offer.

REHAU on tour – this was the motto from June until November. During this time, the Furniture Solutions division's FurniTour travelled through Europe, recapturing some of the trade show atmosphere that the industry has been sorely missing. REHAU developed two different stands for the FurniTour. One was a stand-alone exhibit with a stand area of between 80 and 120 square metres, which the company used on its stops in Ukraine, Switzerland, Spain, Hungary, Austria, the United Kingdom and Portugal. The other was a compact stand with a maximum of 40 square metres, which the company used to tour Estonia, Latvia, Lithuania, the Czech Republic, Slovakia, Bosnia, Greece and Romania in collaboration with local dealers.

All the highlights at a glance

Whether it was the larger or the smaller stand, REHAU made the most of each stop on the FurniTour to exhibit its current developments and, most importantly, to hold in-depth discussions. "Even considering the COVID security measures that were in place at each location, the major advantage offered by this exhibition format can't be denied. We were able to spend much more time with each customer than we could at a large trade fair," say REHAU's two EMEA sales directors, Thomas Ponater and Jochen Luft. The figures speak for themselves: more than 100 customer interactions were counted at some events. Those interested had the opportunity to learn about the latest products from the Furniture Solutions division: the noble matt collection, RAUVISIO crystal and crystal vario, FLIPDOOR and the noble matt tambour doors, and the special innovations from the

RAUKANTEX family: fire.protect, scratch.protect and eco.protect. Themes that accompanied the tour through Europe were the digital services of #edgeisdigital and "Solutions4Furniture", the collaboration with Pfleiderer.

From castles to local dealers

The stops on the FurniTour were as varied as the areas in which REHAU products are used. In Austria, for example, the mobile trade fair was held in a beautiful historic setting at Traun Castle. Meanwhile, in Zurich the local sales office was quickly converted into a temporary showroom. The small stand was used throughout Romania: after the tour kicked off at the BIFE-SIM furniture fair in Bucharest, the FurniTour travelled through eight other Romanian cities, collaborating with the most significant local dealers in each location. "The FurniTour was a complete success," says Dan-Constantin Pogaceanu, Sales Manager Southeast Europe. "In the countries and regions where REHAU is already established, we were able to talk to our partners and present our innovations outside of video conferences for a change. By making multiple stops in countries like Romania, we were able to establish a direct dialogue with professionals throughout almost the entire country. Both on a regional level and with the target groups of industry, carpenters and interior designers."

Images/captions:



**FurniTouR in Hungary:
REHAU factory in Újhartyán**



**FurniTouR in Ukraine:
Kiev and Odessa**



**FurniTouR in Switzerland:
Zurich sales office**



**FurniTouR in Austria:
Traun Castle**



**FurniTouR in Spain:
Madrid and Barcelona**



**FurniTouR in Portugal:
Winery in Lisbon**



FurniTour: Collaboration with local dealers

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The REHAU Group is a polymer specialist with annual sales of around EUR 4 billion. The independent, privately held company has approximately 20,000 employees at more than 190 locations worldwide. The company employs 12,000 throughout Europe and 8,000 in Germany. For more than 70 years, REHAU has been working on making polymer products lighter, more comfortable, safer and more efficient. The company manufactures solutions for construction, automotive and industry and supplies its innovative products throughout the world.