

# Factsheet

## Company history

Visplay and Vitra share a rich company history. In 1937, Willi Fehlbaum acquired a business specializing in window displays and shop fittings in Basel. This company evolved into Vitra in 1950, focusing on shopfitting systems and furniture manufacturing. Over the years, the companies evolved and split, leading to the creation of Visplay. Visplay remains true to its roots as a system developer for commercial spaces. Today, Visplay and Vitra operate as independent sister companies.

## Our products

Visplay's systems seamlessly integrate into a wide range of industries and space concepts thanks to their flexibility. Our product range includes modular shelving systems, wall systems, ceiling systems, mid floor systems, and mobile systems. Additionally, we offer customized solutions for office spaces to create optimal working environments.

## Our customers

Visplay serves a diverse and global customer base, including leading retailers and renowned brands. Our customized solutions are present in a wide range of industries, including fashion, automotive, sports and leisure, healthcare, and more. Through close collaboration with architects and shopfitters, we develop bespoke concepts that enhance their brand identity and create unique shopping experiences.

## Company headquarters and management

Visplay's headquarters are located on the Vitra Campus in Weil am Rhein. The management team includes Christian Vetterer and Martin Sesiani.