

## **From Retail to Office: Visplay Sets New Standards at Orgatec 2024**

**Weil am Rhein, August 16, 2024 – Visplay, a leader in modular and flexible solutions for the retail sector, is now expanding its expertise to office environments. At Orgatec 2024, from October 22 to 25, the company will unveil a new system designed specifically for agile workspaces, flexible zoning, and modular room organization.**

The demands on modern offices are evolving rapidly: flexibility and attractive design are more important than ever. In the era of New Work, offices must offer more than just desks. "Offices should be both functional and aesthetically pleasing to optimize employee performance," emphasizes Christian Vetterer, Managing Director of Visplay. Particularly in times of a skilled labor shortage, it is crucial to "motivate and retain employees for the long term." To meet these modern workplace challenges, Visplay has leveraged its system solutions expertise to enter the office market. At Orgatec 2024, the company will unveil its new, innovative office system, designed to transform the world of work.

### **From Retail to Office Solutions**

Creating dynamic space solutions is one of Visplay's core strengths. The company has been a leader in the retail sector for decades, providing retailers with high-quality, modular systems. For Visplay's clients, adaptability, flexibility, and cost-efficiency are paramount. According to Vetterer, these qualities are equally important in the office sector: "Companies need the flexibility to respond effectively to increasingly frequent challenges." As a result, modern office spaces must be designed to allow easy and quick restructuring.

### **Unique Features of Visplay Systems**

The concept of offering a system solution that meets these needs is not new: "We anticipate that other companies are also exploring these themes and will present their concepts," says Vetterer. However, Visplay stands out through its emphasis on compatibility and intelligent interfaces. The patented connections and integrated power management within the systems eliminate the need for complex renovations, ensuring that workspaces can be easily reconfigured. These sophisticated designs not only maximize space efficiency but also help avoid costly overhauls.

### **The Trade Fair for Modern Work Environments**

Visitors to Orgatec 2024 can expect an exciting preview of the future of work at the Visplay booth. This international trade fair, dedicated to modern work environments, is a key platform for showcasing the latest trends and innovations in office and object design. With over 600 exhibitors and more than 63,000 professional visitors, Orgatec is a must-attend event for those involved in office furniture, lighting design, indoor climate, and workplace environments.

Given Orgatec's status as the leading industry trade fair, Visplay saw it as the perfect venue to present its new office solutions. "We want to engage with a broad audience about the shifts in the office sector and the solutions we offer to address these changes," Vetterer explains.

### **Collaborations for Comprehensive Solutions**

Visplay not only focuses on internal innovation but also values strong partnerships. Visplay's new office system at the fair will be ideally complemented by lighting solutions from Zumtobel and acoustic products from Impact Acoustic. These collaborations create the perfect setting for showcasing their systems. Christian Vetterer is optimistic about the event: "We are confident that we can provide significant added value and are eagerly looking forward to Orgatec."

### **About Visplay**

Visplay is a global developer and manufacturer of interior and spatial systems headquartered in Weil am Rhein, Germany. For over 85 years, the company has set benchmarks in design, functionality, and quality. Originally specializing in store construction systems, Visplay now offers a broad portfolio that extends far beyond retail, catering to the diverse needs of modern business environments.

Visplay's products are renowned for their flexibility and adaptability, making them suitable for a variety of industries. They offer a wide range of design possibilities tailored to meet the diverse needs of modern business spaces.

For more information about Visplay's participation in Orgatec, please visit: [Orgatec 2024](#)

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