

INSPIRING OFFICES. SINCE 1790.

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PRESS RELEASE

Bene presents its latest innovation: PIXEL

Waidhofen an der Ybbs, 23 March 2017: Tuesday evening, the international office furniture experts Bene presented PIXEL, the latest member of its product range, in front of an audience of over 200 invited guests at its flagship store in Vienna. PIXEL is made up of boxes made from unprocessed pine plywood, which enable countless different configurations for creative interior design, thereby forming the basis for a new corporate meeting culture.

In modern companies, the most exciting innovations take shape in areas where employees have the freedom to think in a playful way and to let their ideas develop. This means those areas that promote a lively group dynamic and offer space for creativity are increasingly important in the everyday life of an organisation. As one of the industry's first movers, Bene recognised this trend early on and had a decisive influence in shaping it. In recent years, Bene has developed numerous new products in this segment, which it has successfully introduced to the market.

Yesterday evening, in the course of a multifaceted product presentation, the industry pioneers presented the latest innovation to come out of its idea workshop: PIXEL. Boxes made of unprocessed pine plywood that can be put together quickly and flexibly to make a wide variety of furniture. PIXEL is so much more than just a box. PIXEL is a building block which can be easily transformed into a table, a bench, a stool, or even a rostrum with just a few manoeuvres, opening up new possibilities for collaborative work.

In front of over 200 enthusiastic representatives from the worlds of architecture, design, start-ups, commerce, and the media, Bene showed off the endless variety of possibilities that PIXEL offers when it comes to creating an entirely new corporate meeting culture. Throughout the evening, which ended with a lively PIXEL Party, the festivities were led by the Austrian presenter, entertainer, and DJ, Herr Hermes. The Viennese artist BOICUT brought the appropriate artistic flair to the event by building a wall out of 35 PIXEL boxes in his idiosyncratic style, live throughout the evening.

The resulting artwork will be exhibited by Bene from the 4th to the 9th of April at the Salone del Mobile Milano, the world's largest and most important furniture and design fair, where it will be seen by over 400,000 visitors to this design hotspot. Finally, Bene will be offering its limited-edition "Boicut PIXEL" to "weXelerate," one of the world's largest start-up centres in the heart of Vienna. In keeping with the PIXEL concept, these pixels will be used to support teamwork where they are needed most, serving several hundred start-ups involved in the internet of things, fintech, and media. Bene is thereby not just contributing to the modernisation of Austria, but is also bringing its new ideas to a whole new generation of entrepreneurs.

"PIXEL enables flexible do-it-yourself spaces that go beyond the rigid meeting-room culture, removes obstacles, and thereby creates entirely new possibilities for collaborative work. When it comes to workshops in particular, spatial settings often have to be changed several times a day in order to encourage thoughts to flow so that innovations are created and pursued," says Michael Fried, Managing Director for Sales, Marketing and Innovation at Bene, regarding the benefits of PIXEL. He believes that *"PIXEL will have a lasting effect on the nature of meeting culture and collaboration in businesses."*

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About PIXEL

Whether for a traditional meeting or a creative workshop, for a presentation or for development, PIXEL opens up new dimensions for collaboration and teamwork. Each square PIXEL box made of pine plywood measures 36x36 cm and can be used individually or in stacks. Supplemented by the PIXEL Top, which closes the box like a lid, and the PIXEL Pad, a black seat cover, PIXEL offers countless different configurations for creative interior design. PIXEL makes it possible to set up rooms precisely as required, thereby making space for a new approach to meeting culture.

PIXEL – Build Your Ideas

About Bene

The international office expert is a specialist in the design and furnishing of office and working environments. Bene defines the office as a living space, and its concepts, products, and services turn this philosophy into a reality. The Bene Group is a globally active company with its head office and production facilities in Waidhofen an der Ybbs, Austria. Development, design, and production, along with consulting and sales, are thereby united under one Austrian roof. As a significant market player in Europe, Bene stands for innovative concepts, inspiring offices and high-quality design. Bene develops and produces customised solutions for all company sizes – from one-person companies to SMEs and global corporations.

www.bene.com

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