

# OFFECCT

## *OFFECCT Launches Mobile Web Application*

Press release 2011-04-12

*In conjunction with Salone del Mobile – the international furniture fair in Milan, Italy – OFFECCT will launch a newly developed mobile web to further develop its communication with, and service to, both customers and partners.*



OFFECCT's mobile web application is platform independent, and is compatible with Apple® iPhone® and iPad®, and with Google® Android®.

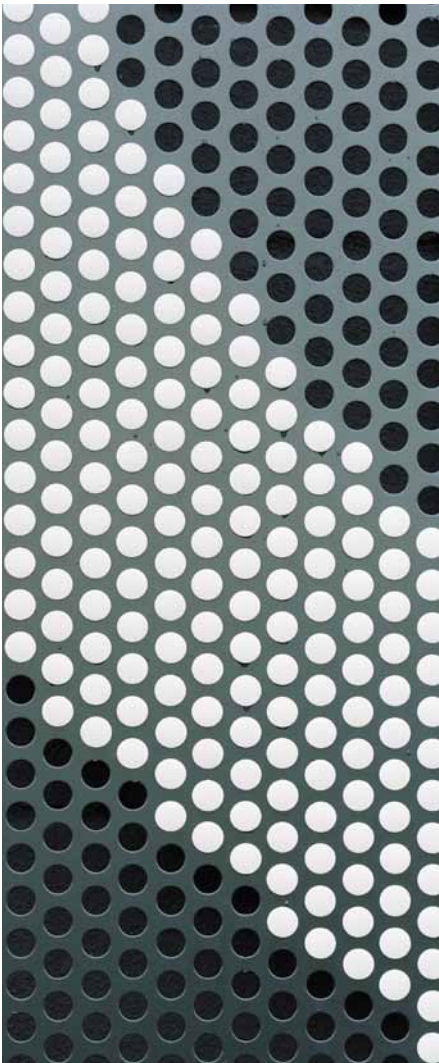
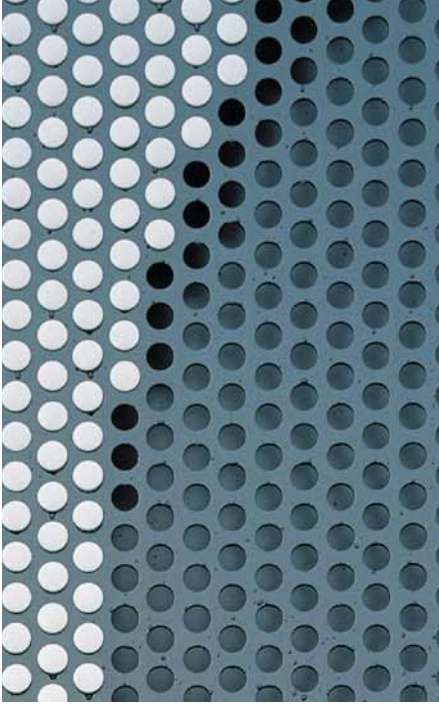
As a first step, OFFECCT's mobile web will distribute the latest news from OFFECCT and provide information on all products, all designers and all distributors. Furthermore, OFFECCT's partners will get additional information to assist in the sales process.

“We are keen to develop our communications so that we reach out to our customers and resellers in the best possible way. After initiating communication in social media, the next natural step was to provide information and services even on a mobile platform”, says Kurt Tingdal, CEO, OFFECCT.

“With the launch of OFFECCT's mobile web application at the Salone del Mobile, we take a big step into the mobile world where we will be increasingly active”, Kurt Tingdal concludes.

OFFECCT's mobile web is easy to use. By entering the URL [www.offecct.se](http://www.offecct.se) on your cell phone OFFECCT's mobile web application will immediately start up automatically.

Apple®, iPhone® and iPad® are registered trademarks or trademarks of Apple Inc. Google® and Android® are registered trademarks or trademarks of Google Inc.



## About OFFECCT

OFFECCT was founded in 1990 by CEO Kurt Tingdal and Design Manager Anders Englund, and is situated in Tibro, Sweden. OFFECCT has 42 people employed with sales of SEK 103 million. More than 50% of the sales are made up of exports to 47 countries.

In 20 years OFFECCT has grown rapidly to become a major furniture manufacturer with high design ambitions, which is particularly evident in the many international design awards that OFFECCT has received over the years. OFFECCT believes that qualitative, innovative and sustainable design creates interiors that have a positive impact on people - in meetings, at home and at work. OFFECCT works closely with some of the world's most renowned designers.

OFFECCT also believes that sustainability is as important as quality and design, which is evident in the choice of materials, energy, transportation and logistics. Many of OFFECCT's products have been approved by the Nordic ecolabel, and OFFECCT is also certified in accordance with ISO 9001:2008 (quality) as well as ISO 14001 (environmental).

Several public spaces all over the world have been furnished with objects from OFFECCT. A few examples are the offices of ÅF and the Swedish Association of Architects in Stockholm, the MTV studio in New York, Microsoft in Hong Kong, Philips in Istanbul, MoMA (The Museum of Modern Art) in New York and the Sfera building Restaurant i Kyoto.

## Contact Information

Kurt Tingdal, CEO, OFFECCT, phone +46 504 415 00

David Lerdell, OFFECCT's media contact, phone +46 76 339 04 66,  
email: [offecct@lerdell.com](mailto:offecct@lerdell.com)

High resolution images can be downloaded from [www.offecct.se](http://www.offecct.se)

Web: [www.offecct.se](http://www.offecct.se)

Blog: [blog.offecct.se](http://blog.offecct.se)

Facebook: [facebook.com/OFFECCT](https://facebook.com/OFFECCT)

Twitter: [twitter.com/offecct](https://twitter.com/offecct)