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The revolution starts in the conference room

There's a revolution taking place in the office. New generations are moving in and making meeting places the natural workplace. At the same time, surveys indicate that we spend less and less time at our own desks.

That's the starting point for EFG's biggest-ever product launch. At the Stockholm Furniture Fair, February 8-12, EFG presents a whole new range of furniture and furnishings with the focus on meetings.

“We want to guide meeting culture to a totally new level,” says Marcus Westdahl, President and CEO.

This major offensive at the furniture fair is the result of a creative outburst, which in turn illustrates the radical renewal taking place at the EFG group. As one of Europe's largest suppliers of furniture for offices and public environments, we have a leading position in the Nordic countries, with rapid development in the rest of Europe.

A market survey from 2008 showed that EFG was perceived as a reliable company, but not necessarily so innovative. Spurred on by that result, we have carried out major changes over the last few years, and the whole organization has been realigned for maximum focus on product development.

“We have never previously launched so many new products as at this year's furniture fair,” comments Marianne Dahl, head of product development at the group. “The new products are proof that we are on the front line, not least when it comes to creating modern meeting spaces in modern offices.”

EFG's investment in meeting furniture is built on a simple fact: working at the office increasingly means working together.

As new generations enter the workforce, meeting places are also becoming workplaces to a greater extent. Studies reveal that people spend less time at personal workstations, and more time in all kinds of meetings. Basically, it comes down to a new way of thinking – even for us as a manufacturer of office furniture.

Young people today are also more discerning in their choice of workplace. They aren't satisfied with unimaginative conference rooms, or tired, uncomfortable chairs and a projector that's ready for the scrap heap. Creative meeting places have become a competitive factor.

“We've definitely noticed that companies and organisations are willing to spend considerably more on their meeting environments now,” says Marianne Dahl. “It's a general trend on all our markets. We have identified the need and are now ready to match it with good solutions.”

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EFG European Furniture Group is one of Europe's largest suppliers of furniture for offices and public environments, with a leading position in Scandinavia and strong growth in the rest of Europe. The EFG group of companies was acquired by the Norwegian investment fund, Herkules Capital AS, in 2007. The group has a turnover of approximately SEK 1.3 billion, of which just over SEK 300 million is in the Swedish company. Chairman of the Board is Finn Johnsson and Marcus Westdahl is CEO. For more information, please see www.efg.info