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## **BoConcept and Haworth enter into long-term partnership**

***A new strategic partnership between BoConcept and Haworth, the world's third largest office furniture supplier, opens new global markets and opportunities to the Danish design brand.***

Two years in the making, BoConcept and Haworth are pleased to announce they have entered into a global strategic partnership, bringing together BoConcept's industry-leading furniture collections with Haworth's world class contract furnishing solutions and workplace knowledge.

Joining forces to accelerate growth for both companies in the fast-growing office furnishing segment, the new partnership leverages the respective strengths of BoConcept and Haworth to create long-term value for both companies across the globe, expanding into additional territories and entering into long-term agreements with existing as well as future customers.

BoConcept will become part of Haworth Collection, an extensive global network of partnerships, filling a gap in Haworth's portfolio while allowing BoConcept access to global B2B clients. By connecting BoConcept's comprehensive product range with Haworth's workspace expertise around the world, the collaboration represents a step change in the way both businesses address the needs of the workspaces of tomorrow. Currently operating in 64 markets, BoConcept has the potential to now double its market reach in the B2B segment, starting with the EMEA and APAC regions.

*"The BoConcept-Haworth partnership is a potent alliance that brings together two international furniture leaders with common values and history. BoConcept's comprehensive customisation options and innate product functionality combined with Haworth's far-reaching client network and industry knowledge allow us to transform activity-based working spaces into extraordinary places, while driving growth for our brand in new markets,"* says Mikael Kruse Jensen, CEO at BoConcept. *"The combination of our mutual ethos, eye-level approach and high standards will ensure we are truly able to meet the needs of clients across the globe to set new standards in contract furnishing solutions."*

Over the next five years, BoConcept's product assortment is expected to become a significant part of Haworth sales internationally, increasing Haworth's 2019 global revenue of USD 2.3 billion and elevating BoConcept's revenue significantly, which stood at DKK 1.2 billion in the last fiscal year.

*"Partnering with BoConcept to deliver transformative solutions to our existing client base and beyond will allow us to provide the very best solutions and standards, enhancing workspaces with their affordable premium collections of celebrated Danish design while pioneering as partners,"* says Henning Figge, President of Haworth International. *"By working together in this way, we will increase the potential of the office B2B segment."*

BoConcept employs 450 individuals globally and within market groups, with a further 1,900 in partner stores. Thanks to a highly scalable production capacity model, designed to adapt to increased demand, BoConcept will now appoint a dedicated team to drive the new partnership

opportunity and sector growth to complement its continued focus on being a world class franchisor in the B2C and residential B2B markets.

For further information and interview requests, kindly contact Carole Crosnier – [carole.crosnier@haworth.com](mailto:carole.crosnier@haworth.com) - +33 (0)6 88 47 34 48

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**Bo Concept** was founded in 1952 in Denmark and is today the world's most global furniture retailer, with close to 300 stores spanning 64 countries. The brand works with award-winning designers to create collections of furniture, accessories and lighting for private homes and business spaces. Under the heading '*Live 'Ekstraordinær,*' BoConcept is committed to bringing its flexible Interior Design Service and industry-leading customisation to spaces both private and public – without compromising on design vision or aesthetics.

**Haworth.** Founded in 1948, Haworth is a family owned, privately held, \$2 billion+ global leader in the contract furnishings industry. What began from humble roots – crafting wood furniture in a Midwestern town on the shores of Lake Michigan – has evolved into a global company with a focus on organic workspace that helps people perform their best. Haworth designs, sources and manufactures products in the markets where they are delivered, ensuring solutions are tailored for distinct cultures, client preferences, greater agility and more sustainable sourcing. We also scout internationally for talent and partner with today's leading architects and designers to bring clients fresh ideas and the best possible products and solutions. Together with 7,500 members and 650 dealers worldwide, Haworth operates in over 120 countries to create spaces that result in effective people and efficient real estate.