



# ScanCom launches new brand “Lifestyle Garden”

**ScanCom will launch a new collection and global brand  
“Lifestyle Garden” for 2013 beginning at the Solex fair in the UK**

5<sup>th</sup> June 2013

ScanCom, one of the world’s leading garden furniture manufacturers, will launch a new, exciting outdoor furniture collection “Lifestyle Garden” at the forthcoming Solex Exhibition in the UK in July 2013.

The new collection consists of Steel Mesh, Aluminium, Petan, Hardwood and Durawood outdoor furniture products. It is unique in that it exceeds a variety of trending market requirements which include the latest consumer tastes for styling and comfort, a superior level of quality, flexible logistic options for the retail stores and great value for money. These attributes are expected to propel the brand to success in the coming years.

The UK range is the first stage of a much larger project to grow a recognised global brand of outdoor furniture for the medium-high price sector in global retail.

The first year’s objectives are to establish the brand amongst the medium sized garden centers in UK and to increase sales. The brand will be grown with other medium sized furniture stores in the European, North American and Antipodean outdoor furniture markets during 2013-2014.

Lifestyle Garden will be open to the public in Hall 5, at the Solex “Summer Outdoor Living Exhibition”, at the NEC, Birmingham, UK from 8-10th July 2013.

## **About ScanCom**

ScanCom is a leading furniture manufacturer, making outdoor furniture in hardwood, teak, painted wood, aluminium, steel and wrought iron, as well as cushions and parasols. ScanCom has seven subsidiaries located on three continents, with production operations in Vietnam, Indonesia and Brazil, as well as sales offices in the UK, Germany and the US. The company employs 5,000 people directly and creates approximately 8,000 jobs at subcontractors. ScanCom is recognised for setting the highest environmental standards in the industry.

