



SCANCOM MALLORCA CELEBRATE GRAND OPENING IN STYLE

Dynamic global manufacturer starts exciting phase in spectacular new location

On Monday 14th March ScanCom International, global manufacturer of outdoor furniture, opened its new European Design & Commercial Centre in Palma on the island of Mallorca. The much-anticipated opening of the Centre represents the start of an exciting new phase in ScanCom's development with the company now having a dedicated showroom in which to showcase its products closer to the European market.

Over 60 people attended the Grand Opening and the event, which took place in the striking new 3,000m² showroom at the Centre, saw the ScanCom Mallorca team joined by ScanCom International board members, key members of the senior management team, ScanCom's European agents and visitors representing important customers and commercial colleagues. Guests travelled from far and wide in order to get a glimpse of the new site and the spectacular location and facility did not disappoint, as demonstrated by the overwhelmingly positive responses and feedback received.



Group Business Development Director Lars Rudkjøbing stated: "A great deal of hard work has been put in by all of the ScanCom Mallorca team in order to transform the site into the world-class showroom facility it now is. We are delighted with the positive reactions from those who have visited us and are all very excited about the start of a new phase in ScanCom's global development. ScanCom prides itself on "Doing Business the Right Way" and the opening of the Design & Commercial Centre is a clear demonstration of our aim to make doing business with us better for our customers and a commitment to continuous development in the European market place"

Those in attendance were very optimistic about the strategic decision to establish a prominent presence in Europe, a decision founded upon the desire to be closer to customers, agents and markets. The European Design & Commercial Centre provides a platform for customers to build closer relationships with ScanCom and even prior to the official opening a number of customers and European agents had already scheduled meetings and visited ScanCom Mallorca, a clear signal of the benefits of the Design & Commercial Centre. The increased interaction made possible by the location of the new showroom and office facility will also allow ScanCom to quickly and accurately respond to market trends and shifts and will perfectly complement the existing world-class manufacturing facilities in Brazil, Indonesia and Vietnam.

Group CEO Stig Maasbol said: "The opening of the Centre, with a dedicated Design and Business Development team on-site, is a major statement of the intent to become the leading global manufacturer of high-quality outdoor furniture. The location of Mallorca is different compared to the competition, but ideal for the European market and the Design & Commercial Centre will continue to raise the profile of ScanCom in the region and this increased visibility will contribute to more activity with customers from the European market. Being closer to the market and customers will lead to increased opportunities and we are confident that ScanCom will benefit greatly from this expansion.



"It is important to stress that this new showroom is not replacing ScanCom's 2 existing prime showrooms in Vietnam and the US, but is an additional location to differentiate between markets and increase ScanCom's presence in Europe", added Stig Maasbol.