



# NowyStyl

Профиль компании





A grayscale photograph of a modern office interior. In the foreground, a long, light-colored desk is partially visible, with a laptop on the left side. Several ergonomic office chairs with mesh backs and five-wheeled bases are positioned around the desk. The background shows a large window with a view of a city skyline and a dense wall of green plants. The ceiling has a grid of recessed lighting.

We have been helping companies around the world to arrange office spaces for almost 30 years. First we define their needs, and then we choose and provide products and solutions that will make the work healthier, more efficient and comfortable.

We do it with genuine passion and satisfaction, which is why we are now the European leader in complex arrangement of offices and public spaces. And we keep growing.

*– Before we decide to collaborate, we want to learn more about our prospective partner. It's natural. Let us tell you something about who we are, what our experience is and what values we stand for.*

*But first of all we will show you our know-how, which makes us a trustworthy and reliable partner –*

---

**Adam & Jerzy Krzanowski,**  
founders and owners of Nowy Styl.





**Adam Krzanowski**



**Jerzy Krzanowski**

Courage, hard work, determination, passion, the ability to choose the right people and a bit of luck – this is probably what you will hear if you ask the owners of prosperous companies what the secret of their success is. And it's true: each of these elements is significant for business. We will add just one important element to this: in our company there has never been and there will never be something like an ordinary employee. There are people with specific knowledge and skills, the know-how, whereas our role is to create favourable conditions for them to make the best of their talent and potential.

When we founded Nowy Styl in 1992, there were just seven of us. From the first day we promoted integrity and we looked for partners and employees who shared our values. We've always encouraged our team to share their experience and learn from one another. We started with seven, but now there are already seven thousand of us in the organisation. All of us have unique competences and know-how. When we add the large group of partners: designers, suppliers and third-party experts, as well as clients, with whom we exchange knowledge and skills in a business dialogue, you can see the potential of Nowy Styl is considerable and keeps growing.

The capital we've been accumulating for the past three decades helps us design improved solutions and use state-of-the-art technology. We also conduct our own product research and assist our clients in workplace analysis. We enter new sectors and provide increasingly complex services; we appear in new markets and never cease to aim higher; we make bold plans for the future and then follow them.

**This is why we can safely say**  
***We know how to make your space,***  
**and you can be sure your project will be**  
**handled by the best experts in the field.**



# Contents



## We 8

European leader	14
Office Inspiration Centre	16
Responsibility	18
New challenges	22



## Know-how 28

Product	30
Designers	38
Technology	40
Lean management	45
Workplace planning	46
Research and consulting	50
Project management	54
Customer Centricity	56
International structure	58
Universal product language	62
Logistics and maintenance	64
New sectors	66



## Make your space 70

A perfect office does exist	72
Completed projects	74



# We

We help people arrange their offices and other public facilities. We do it with passion and consideration of environmental issues. We try to make every office customised to the users' needs as regards health and comfort. Our solutions make work pleasant and more effective, and cater to ergonomic and aesthetic needs. Our priority is to make every office serve its users.

# We



Doing business together involves trust, understanding and partnership. What should you know about us before you start working with us? We are an independent and modern production company. Our priorities include social responsibility and sustainable development.

Our company includes specialists with various competences and qualifications, which is how we manage to guarantee customer satisfaction starting from the analysis of their needs, through the whole sales and project coordination phase, to the completion.







# Leading office furniture manufacturer in Europe



220,000 m<sup>2</sup>  
of production area  
in 7 countries



Products supplied  
to more than 100 countries



Nearly 112,500 m<sup>2</sup>  
of warehouse space  
in various European countries





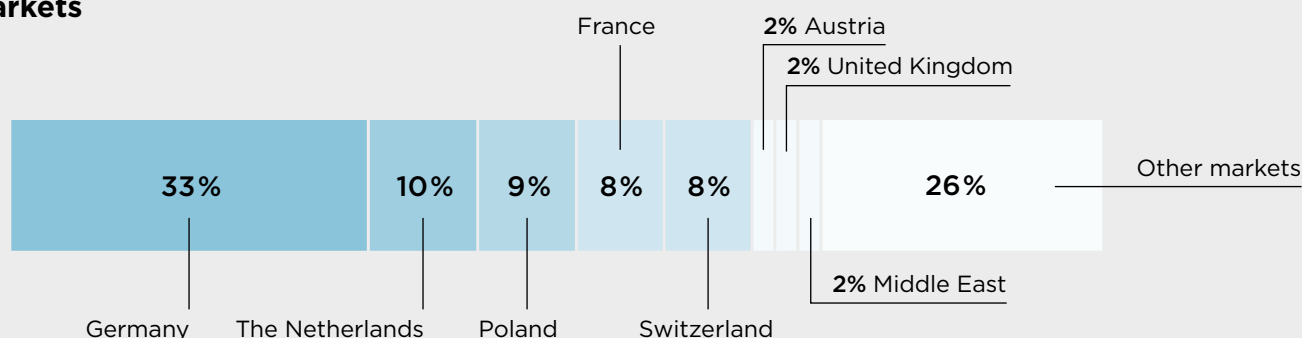




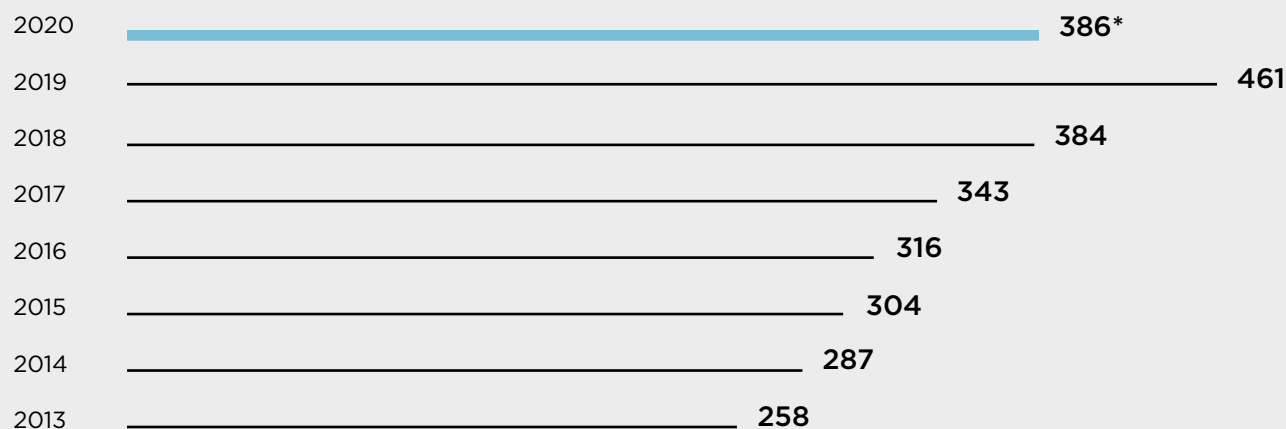
# Showrooms in 33 cities, independent structures, facilities and offices in 19 countries across Europe and in the Middle East



## Key markets





## Sales revenue (M€)





Although our roots are Polish, we are nowadays a multinational company with a well-developed global synergy model. Developing local structures and combining the experience from individual plants located in different countries helps us increase the group of our clients and trusted partners all over the world. This is best reflected in the increase in sales revenue and growing share in foreign sales.

-  Local structures
-  Production plants



We supply products all over the world, with the coverage of **all the EMEA region**. We have an extensive network of dealers in a number of countries.



## Office Inspiration Centre in Cracow

Inside the harmonious block of our flag showroom you will find and test office solutions following the latest trends. You will also learn how to arrange a new space with the use of zones supporting various kinds of everyday activities. Last but not least, you will also see that an office can impact its users, affect their senses, boost their comfort and effectiveness.









# Responsibility

Market success means we feel increasingly responsible for the environment and setting we operate in. That's why taking care of natural environment is one of our priorities. We have implemented the environmental policy and obtained the ISO 14001 certificate and EMAS to prove it.

## CO<sub>2</sub> emissions

As a production company, we realise we leave a carbon footprint, that's why we implemented CO<sub>2</sub> Performance Ladder - a system facilitating sustainable development. Feeling responsible for our planet, we embrace "green energy" and pay more attention to the energy efficiency of our machines. What is more, we all try to save energy and rationalise our business trips.

## Raw materials and consumables

We encourage our clients to go for environment-friendly materials: FSC® certified wood (FSC-C120977), or lightweight cellular wood panels. Some plastic components are made of regranulate, and 100% of production waste from the foam is recycled and reused in our products. We also use thermoformable felt – eco-friendly material made of recycled PET bottles. Our finishings have the EU flower ecolabel, and wool upholstery has the Wools of New Zealand certificate, which guarantees sustainable sheep farming.

## Sustainable product

We do our best to limit the use of resources. In practice, it means we design and manufacture products that are durable and reusable. The Xilium chair is the first product introduced in line with the principles of circular economy. Ca. 96% of the materials used for the production of this chair are recyclable. For the Xilium line, we have already obtained the Blue Angel ecolabel and we are applying for more certifications, such as the European FEMB LEVEL or the French NF Office Excellence and NF Environnement.





*– We are constantly monitoring and reporting our activities related to sustainable development in the “Sustainability Report” published every two years. What is more, we undergo EcoVadis evaluation and we assess the responsibility of our suppliers in this respect. We raise our standards with every year –*

**Barbara Kokoszka-Bugla**  
Sustainability & CSR Manager







While modernising the historic university hall, we followed the principles of circular economy – we used existing furniture, thus endowing it with a second life.





Circular Economy (often referred to as ‘circularity’) is a concept that involves rational and effective use of resources and minimising the adverse impact of products on the environment. The assumption behind this philosophy is that raw materials and products will remain in use as long as possible, which means we make the most of their value. As a result, we will reduce the extraction of natural resources and produce less waste. Any waste that is produced will be recycled.

The “Service Plus” solution created by Nowy Styl corresponds to the principles and assumptions of circular economy. The key thing is to extend the life cycle of products, reduce the amount of natural resources used in the production process as well as minimise waste. Our clients receive not only the products of their choice, but also a range of additional services.



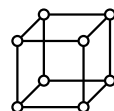
*– We are proud to say that our ambitions and efforts at achieving circular economy are reflected in the operational strategy expanded far beyond the Netherlands. This is how Nowy Styl became the pioneer of this model in other countries –*

**Marieke van Weerdhuizen**  
Contract Manager Workspaces  
in the government of the Netherlands

**Tamara van Vastenhoven**  
Category Manager  
in the government of the Netherlands

# New challenges

We see growth as a continuous process of setting new goals. We are already a leader in the furniture industry, with a large portfolio of office furniture. We also consistently pursue the strategy of international development and synergy of product brands. This is how we could also emphasise our presence in other segments of the furniture market. You can find our products in large sports stadiums equipped to hold thousands of spectators, at busy airports or in concert halls where you can listen to the most beautiful music.



**Office space**  
**Auditoriums**  
**Stadiums**  
**Culture and education**  
**Hotels**  
**Passenger terminals**  
**Health care**

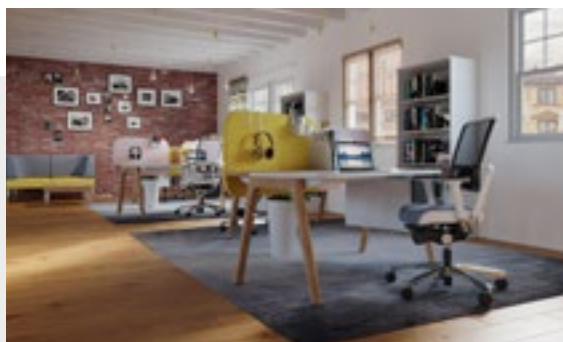






Photo: Łukasz Rajchert



















# Know- how

Nearly everybody believes  
they have “unique know-how.”  
But how many companies could  
actually tell you what their knowledge  
and experience stem from?

**We can.**

In our case, the best answer to this question is the whole range of our products and solutions. When you sit down on our chair or behind our desk, remember that its quality and comfort are the result of the know-how and experience of our specialists. Think of the designers, constructors, technologists, architects, programmers, managers and even psychologists and sociologists. We have a wide range of competences, but we share a single quality: we always give you what's best.

First, we listen and analyse your needs. We want to be an expert, a partner and an advisor. This is what we call our KNOW HOW.



# Product

## The power of experience

Journalists from a professional magazine have recently claimed that the Krzanowski brothers have “seated the whole world.” Although it was meant as a metaphor, it aptly summarises the essence of our business. Since our founders assembled the first chair on their own, we have launched hundreds of products, designed mainly for offices and public facilities. Some of them have been part of our portfolio for years, albeit with certain innovations. This proves that we come up with timeless and reliable solutions.

At the same time, we continue to work on better and more advanced products, customised and tailored to the ever-changing needs and trends.



*– Our extensive experience in launching innovations helped us come up with an effective model for defining the features of a prospective product. After all, since Nowy Styl made it from a small local company to a market leader in twenty five years, it means that implementing innovations is one of our strengths –*

---

### **Karolina Manikowska**

Workplace Research and Consulting  
Department Director / Product Management  
Department Deputy Director













*– An office chair may have different users. When working on a specific model, we need to consider many diverse requirements, such as price range, material, ergonomic and aesthetic standards. All of this makes designing an office chair an ultimate challenge, test and mission faced by a furniture designer –*

---

**Martin Ballendat**  
Designer





## **Our strong position is specifically manifested in the segment of office chairs**

They are often referred to as a strict examiner, a test of product competences. Chairs are the essence of utility design. In order to design and then manufacture them you need to combine the knowledge from various areas – engineering, ergonomics and technology. The chairs that combine functionality with aesthetics and perfect finishing are designed by the best specialists.

But it's also the technology and choice of materials that impact the quality of the product. The history of our projects is a source of experience. We've come a long way and now we realise which mechanisms are reliable or which kind of upholstery has the highest resistance to abrasion. We know what technologies to use to facilitate the production process. And we can launch a few products at a time – not only various types of chairs, but also other pieces of furniture, acoustic products or solutions designed for chill-out zones. This is a skill only a few can master.









4

OPEN SPACES

EXIT





Top, from the left: Martin Ballendat, Mac Stopa, Andreas Krob, WertelOberfell, Hilary Birkbeck, Ray Carter, Jens Korte, Daniel Figueroa, Rebecca Stewart, Norbert Geelen, Claudio Bellini, Jerzy Langier, Oscar Buffon, Françoise-Hélène Jourda, Armin Sander, Luigi Colani, Vincent van der Horst, Arkadiusz Kulon, Bernd Crabus, 2DODESIGN

# Designers



## Thinking about people

Nowadays we can use technology to implement nearly every idea. The market is full of unnecessary products and the greatest challenge faced by the world of design is to come up with something that will actually impact human life and make it better - by protecting people's health or making their work easier. The rules we follow when creating new solutions include: simplicity, intuitiveness, functionality and outstanding aesthetics.

In order to achieve this goal, we collaborate with renowned designers. These are the best specialists in office furniture design, winners of numerous awards, such as e.g. Red Dot, which is like an Oscar in our industry. Many such awards were granted for products designed for us. This is uplifting, but our greatest pride and reward for the joint effort is the satisfaction of our clients, who can work in a pleasant, healthy environment and make the most of each day in the office. This is the best Oscar we could think of.



*– People are motivated and work more effectively when they feel comfortable. It is up to us to create such tools that would make their work easier, together with spatial solutions to support not only intense effort, but also relaxation and regeneration –*

---

**Daniel Figueroa**  
Designer

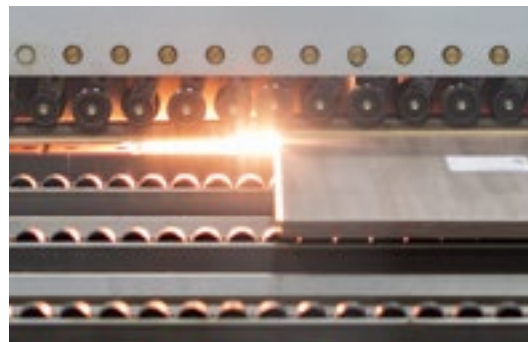


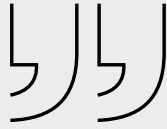
# Technology

## Revolution in the furniture industry

A while ago the development of our industry was limited by available technology. Nowadays we boost the development of new technologies. We are trying to facilitate the communication between IT systems, state-of-the-art machines and the employees who handle them. We're doing all this to introduce better products and come up with customised solutions that suit the needs of our clients. This is the so called Industry 4.0 – fourth industrial revolution. Its key element is a smart production plant.

Nowy Styl has been investing in new production technologies for the past few years, in line with Industry 4.0. We use computer programmes to set up the appearance of our furniture according to the wishes and needs of our clients, and then we generate codes that are forwarded to the machines. The rest is automated. In the end, we receive a finished product – a series or an individual piece. This is how our new plant operates – the Office Furniture Factory in Jasło.





*– A contemporary factory is like a smartphone with multiple functions and applications. By choosing relevant applications we can facilitate numerous activities at work and at home. Even if you think you're going to use the phone only for calling, you will soon discover it has multiple other functions. Our know-how is that we can use the available technology to find and implement such solutions for process integration and automation that help us satisfy our clients' expectations. This is how we make the best of Industry 4.0 –*

---

**Paweł Smaś**

Technical Division Director













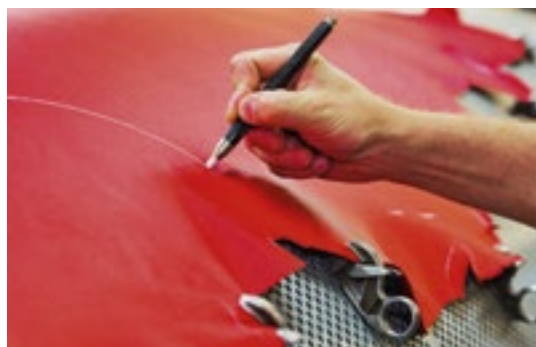
But the technology we use is more than just numbers and machines. It has a human face: hundreds of people who not only handle these modern machines, but put their heart and soul in creating our products. A perfect example of craftsmanship is the Wood Processing Plant in Rzepedź.



*– You could say the know-how of our employees is in their hands. They are experienced specialists, who spent years mastering their skills, and often learnt their craft from previous generations. They can feel the affinity with wood - the natural material they work with - and they derive considerable satisfaction from working in the wood processing industry. They are also aware that the resources we can obtain from the forests are dwindling, so they treat wood with utmost respect –*

**Janusz Bałaban**

Director of the Wood Processing Plant in Rzepedź



# Lean management

## Uniform standards

In our factory halls it's not only the machines that have to be like clockwork. The quality of our products also depends on general conditions at workplace: understanding the processes in the production plant, appropriate communication and information exchange, regular trainings, transparent remuneration policy and, most importantly, safety and order.

Each of these elements is vital in lean management – a concept used in production management, which makes operations in the factory follow certain standards that guarantee appropriate quality and efficiency. In Nowy Styl we've been using lean tools in all our plants for more than a dozen years. An international team of experts supervises the implementation and operation of these tools. We even have a customised model developed specifically for our business and focused on increasing the international synergy effect in production.

Lean management also means we can quickly respond to the changing market. At the moment we are observing fragmented production. For us it's not a problem, though, because we can quickly set up and complete an order without having to extend the waiting time.

When clients or partners visit our plants, they are surprised with the tidy and orderly environment. This is the first and most visible outcome of lean management. Another advantage is, of course, the effectiveness, product quality as well as safety and satisfaction of employees. The last years saw a considerable increase in these areas, which is an important driver of our progress.





# Workplace Planning



## Multi-dimensional support

Office is a space where workers face their daily challenges, and supporting them is a key function an office has to play. At the same time, office should reflect organisational culture and values, so that you know what kind of company you are dealing with as soon as you step through the door.

To create a space that communicates, supports and encourages action, our architects and designers work with project groups of a commercialisation company, the investor and an external architect. This is how the office becomes the heart of the company and a place workers are happy to come to.

Importantly, 91% of employees think workplace comfort is the most important factor shaping their well-being in the office, which translates directly into their performance. At the same time, a well-designed office makes it easier for employers to acquire the best talent in the market. Thanks to our experience and knowledge, we can design spaces that help companies to develop and achieve their goals. A well-arranged office is a fast-return investment.

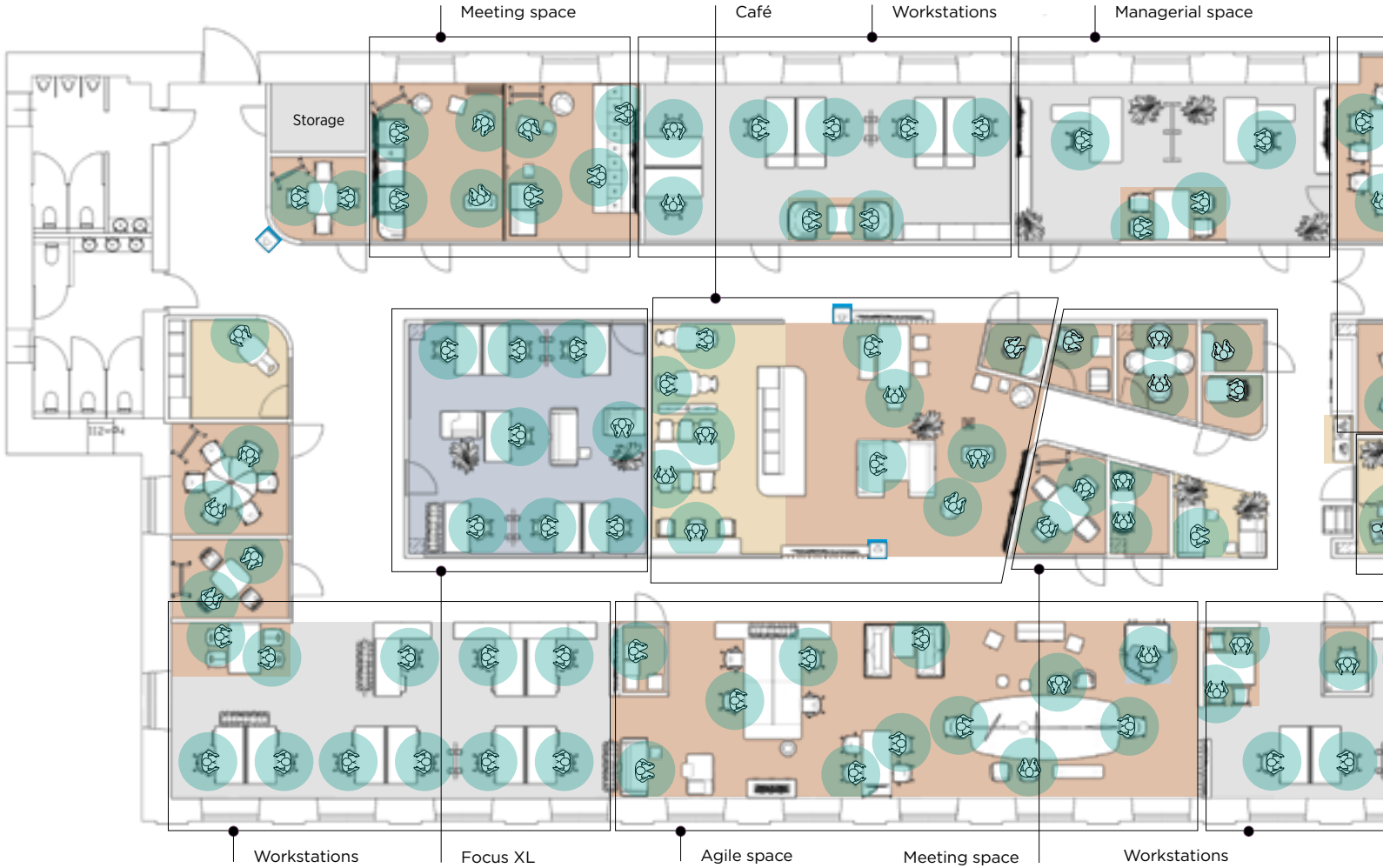






When designing office spaces for our clients, we face new challenges every day. We choose solutions that support workers in performing their tasks, while serving as an authentic showcase of the organisation. It is not uncommon for a space design project to be influenced by external factors. The need to respond to the dynamically changing reality brought about by the pandemic is the best example of that. The way we do our work has changed, and so will the offices

where we do it. Technological developments and flexibility in choosing the place and time of work have affected the appearance and layout of office space, which should always be adapted to the needs of the organisation. Below, we present our solutions for a hybrid office, designed to support employees in freely combining remote work and office-based work. The office serves as a communication platform and a space for all kinds of meetings, including remote ones.



Areas:

- Administration
- Communication
- Regeneration
- Concentration
- Disinfection
- Safety zone



Responding quickly to unprecedented situations is crucial to ensuring the continuity of many businesses. With our experience and production facilities, we can rapidly develop new spatial solutions and products. This enables us to help our clients prepare their offices for the return of their employees and create spaces to support the performance of daily duties.





# Consulting



What is the nature of the work of the different departments? How often are meetings held? What kind of meetings are they? What sources of noise are there in the office? Does the office provide conditions for focused work? Does a worker's workstation make ergonomic work possible?

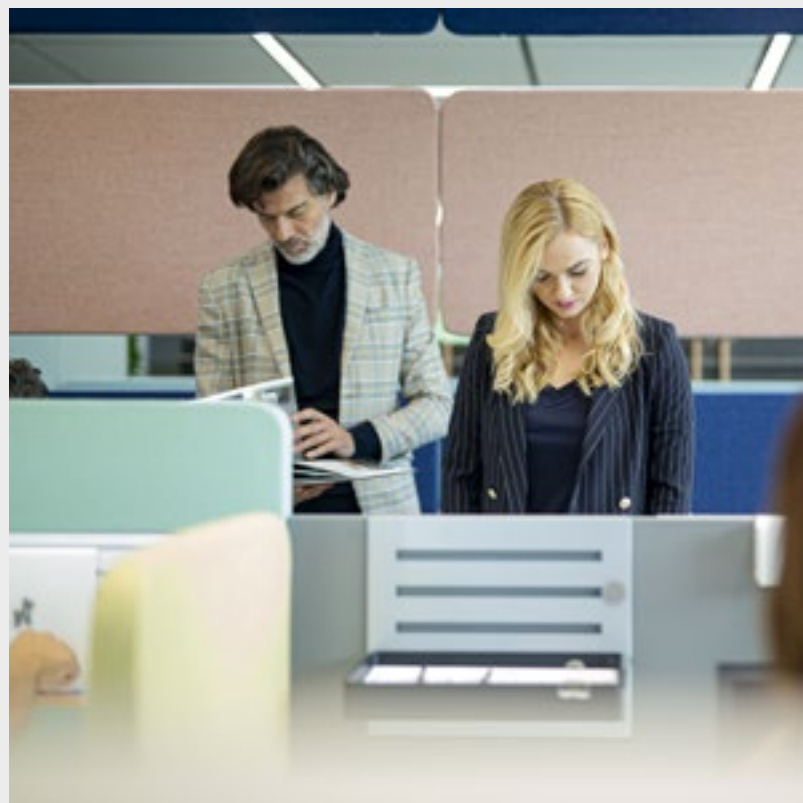
Answers to these questions are crucial, because we approach every project comprehensively. With our wide range of experts, we offer consulting for workplace projects involving strategies for building new working environments, as well as acoustics and ergonomics.

## Workplace Consulting

Our team of experts: psychologists, sociologists, coaches and researchers integrate the latest developments in the world of science and business with their extensive knowledge and long-standing experience. As a result, they can cope with even the most complicated customer cases.

Every day, we help to create workplaces tailored to the needs of specific organisations. We study workers' needs, explore in detail how individual departments work and prepare the company for workplace change, step by step. All that thanks to our original methodology which helps us work out, together with you, a unique office that meets your needs.

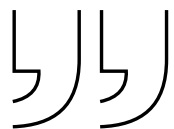
Because we love our work, we regularly attend industry conferences to promote the latest developments in the field of workplace design. We publish educational and inspirational reports and materials, all that to make effective workplaces together.





## Acoustics

There is no two ways about it: you need the sounds around you to be kept at the right level for you to work effectively. By choosing acoustic furnishings thoughtfully, you can ensure noise is kept out or absorbed. This allows you to quickly and easily achieve comfortable acoustic conditions that translate into effective execution of daily tasks by workers in a given space. Our team of acoustic engineers work every day to ensure our clients have such conditions in their offices.



*– As many as 85% of people who work in open space offices find them too loud. We want to change that. As we make acoustic measurements, we try to identify problems in offices and suggest dedicated solutions to successfully manage working conditions.” –*

---

**Adam Stelmach**  
Acoustics specialist

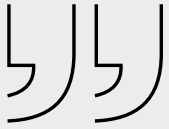


## Ergonomics

Good arrangement of the various office zones and taking care of design and acoustic comfort is one thing, but it is just as important to provide individual workplaces with solutions for ergonomic, and therefore healthy and effective work.

However, one should always remember that the right choice of furniture and accessories is not everything. Even the best tools are of no value if you can't use them. The same is true for the office. It is crucial to provide employees with the necessary training, so that they know how to adjust their chairs and desks but also to adapt them to their individual needs.





*– Office ergonomics is about more than a comfortable and well-adjusted chair. It involves a holistic approach that helps adjust equipment and tools to the physical and psychological features of a person. Our bodies are designed to move. We should consider what ergonomic solutions we could provide our employees with and how to encourage them to use the entire office space. –*

---

**Daan Drenth**

Ergonomics Consultant, Nowy Styl





# Project management

## Ready to face every challenge

A dozen years ago we furnished the Supreme Administrative Court of Poland in Warsaw. It was a breakthrough project, in which we combined a multitude of diverse competences. Since then we have completed hundreds of large and complex projects and we continue to develop our product and service portfolio. That's why you can be sure that if you choose to collaborate with us on your office arrangement, we

will guide you through the process from the beginning to the conclusion. We will start with the professional presentation of our services based on the analysis of your needs (workplace consulting, space planning, sound analysis). After we conclude the agreement, we will supply and assemble the relevant furniture and solutions, adjusting them to the logistics and organisational layout of your facility. When the arrangement is completed, we will provide complex aftermarket service to your company, which includes product trainings, the possibility to order extra equipment right away and speedy maintenance service when needed.

All the work will be supervised by a dedicated project manager – one of the most experienced people at Nowy Styl – supported by the team appointed to match the specific needs of the project. It is usually a group of specialists: each of them make sure their individual areas are completed and afterwards put all the pieces of the puzzle together to make it work for you.

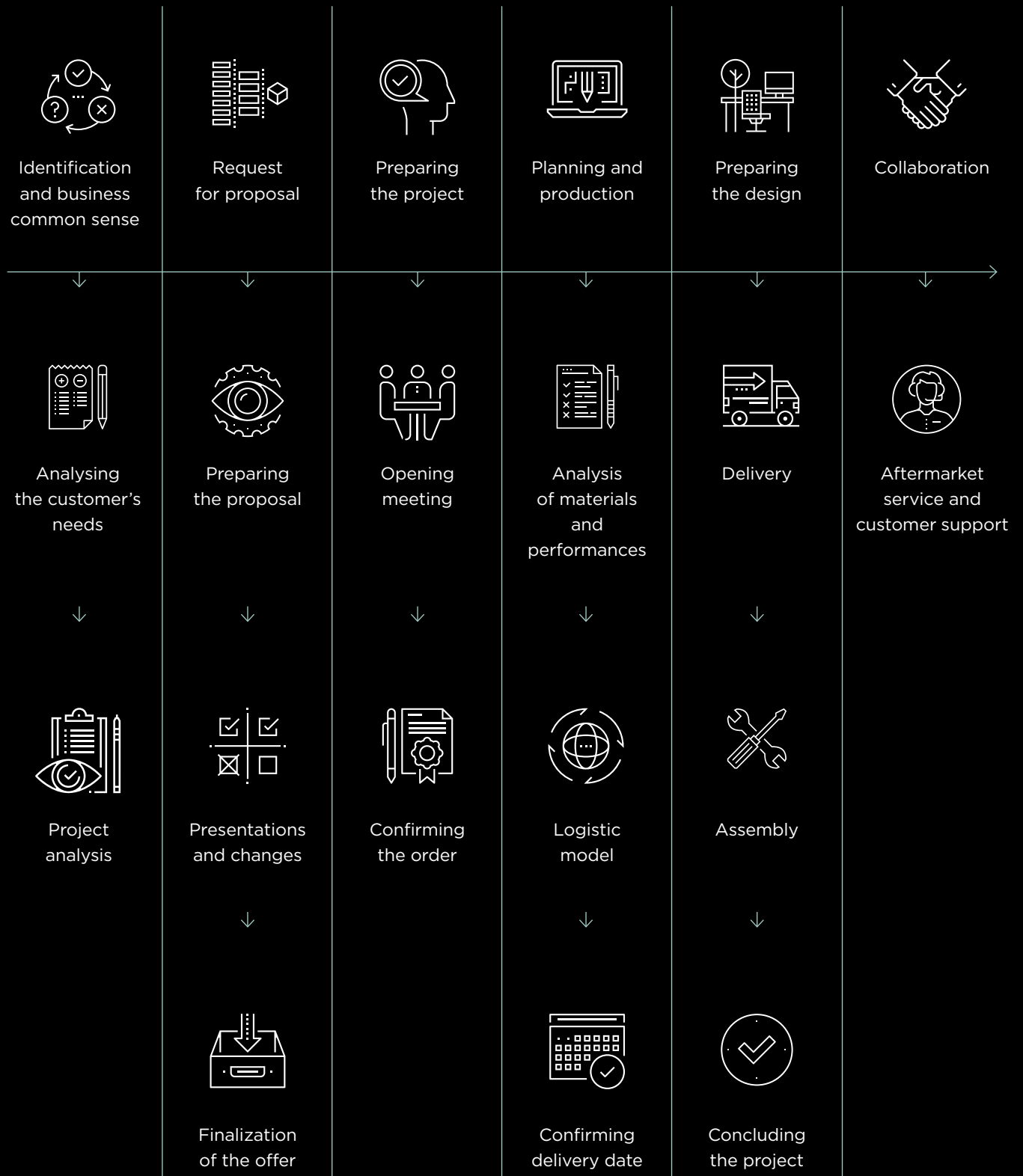


*– Over a decade we completed a wide variety of projects. Each of them was a separate challenge and a lesson. Apart from standard solutions, we also provided customised options tailored to match specific requirements, e.g. furniture suited to the client's specific needs. We also provided lighting, plants or carpets, and sometimes even a massage or billiards table. Of course, we were sometimes faced with unexpected details and situations, but we always managed to find a way out. This is how we developed advanced competences and today we can say we're ready to assume responsibility for any project –*

---

**Grzegorz Fido**

Section Manager - Customer Service - Poland



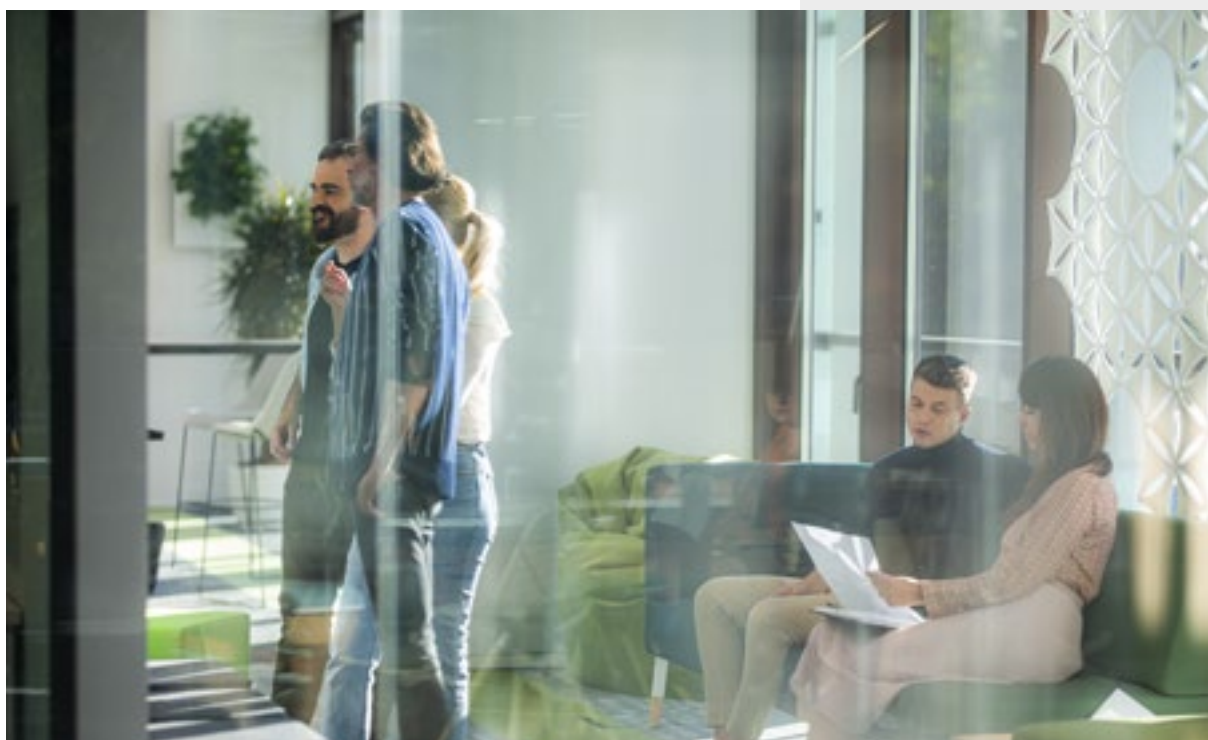


# Customer Centricity

## Closer to the clients

We understand that the evaluation we get from our clients is not a total, but a product of individual impressions. That makes a difference, because even if we do an incredible job in most points of contact, but let our client down in one aspect, the impression will be negative. And the points of contact are numerous: starting from the website and a phone call received at our reception desk, through sales reps, marketing materials, expositions i showrooms and trade fairs, preparing the proposition, to the lead time, product quality, assembly and aftermarket service.

All of the above constitute the customer journey, the experience you get when choosing to collaborate with us. We've been trying to improve and innovate customer journey from day one. To this end, we listed to our clients' needs and try to meet them halfway by anticipating market trends.





*– The contemporary world is heading towards solutions that enable the customers to set up their orders, then track them and exchange documents. The solutions we implemented, such as Portal Partner, facilitate contact with us and in some cases can be used to replace it. Sometimes the clients don't even have to ask questions, because they can prepare their own simple visualisations or check the status of their order. All this serves to build trust and improve customer journey. We do realise, though, that the world is speeding forward, so we are constantly working on new solutions –*

---

**Małgorzata Naparło**

Customer Service Department Director





Production plant of Kusch+Co, Hallenberg

# International structure

## Global spine, local spirit

It took us just a few years to become the leader in the local Polish market. It was only natural to think of international expansion. First we entered the Eastern and soon afterwards the Western European market. And then we went global. In order to succeed, we had to understand the needs of local customers. We listened to them and tried to meet them halfway. This is how we continued to grow and were able to offer more added value derived from the strong international structure of our company.

But in our operational model the benefits flow both ways. While we guarantee the stability of a large supranational organisation, we also learn from our customers and absorb local best practices to develop them into a new global standard.



*– Acquisitions are a higher level of international business. Choosing a potential target, negotiating and concluding the transaction are just the beginning of a long process. The most difficult part is still integrating the acquired business, so as to ensure speedy alignment with our principles without losing its unique features and values for which it was acquired. Although every case is different, we can now safely say that each of our acquisitions contributed something special - a feature we wouldn't be able to achieve in our own organic development –*

---

**Rafał Chwast**

Vice-President of the Management Board, Chief Financial Officer



The ambassadors of our vision and mission are also companies that are part of our organisation. Over nearly a decade Nowy Styl acquired six brands: from Germany, the Netherlands, Switzerland, France and United Arab Emirates. We don't have a single model for such acquisitions. We always analyse the situation with regard to the opportunities resulting from a prospective integration for all the stakeholders. That's why we choose companies with a consolidated market position, which pursue the value we stand for. We also want every new brand to contribute to the organic growth of the company and combine the reinforcement of our share in the local market with the perspective of global growth.



It has often been the case that a company joining our portfolio successfully fully integrated into our structures within a few years. This resulted not only in revenue growth, but we also benefited on a wider scale, as we were able to incorporate solutions made by our other brands into our projects.

Our international orientation is appreciated both by business experts, who granted multiple awards to our company and see our expansion model as the strategy to be followed, and by our strategic partners. Thanks to the collaboration with HNI Corporation, commenced in 2018, we have managed to create a uniform network for the management of global clients. Thanks to this advantage we can participate in international tenders and complete projects for companies all over the world.



### **International Key Accounts - a privilege and a challenge**

Our strong network of local structures in the whole EMEA region has opened the way to our collaboration with International Key Accounts customers. We started to collaborate with multinational companies a few years ago. At first, these were individual projects. We gradually earned the trust of our new clients and nowadays projects for global enterprises are the foundation of our long-term business strategy and a catalyst of our future growth. When it comes to starting and maintaining

relationships with such customers, our key advantage is the ability to work on a few large projects at a time. Geography knows no barrier we could not overcome – we can arrange offices for a specific company in a dozen countries, guaranteeing the same quality, speed and top customer service regardless of the local logistics, business, and products background. Our customers appreciate this and prove it by entrusting us with larger and increasingly complex projects.



*– International Key Accounts customers are global innovation leaders, which is why collaborating with them is a major challenge, but also a privilege. There's a lot we can learn from them. Apart from the inspiration, it also gives us the feeling of security and stability, because these companies will continue to grow and set the global trends in the foreseeable future. I'm happy we are perceived as a reliable partner. And I'm sure we still have a considerable potential to grow in this area –*

---

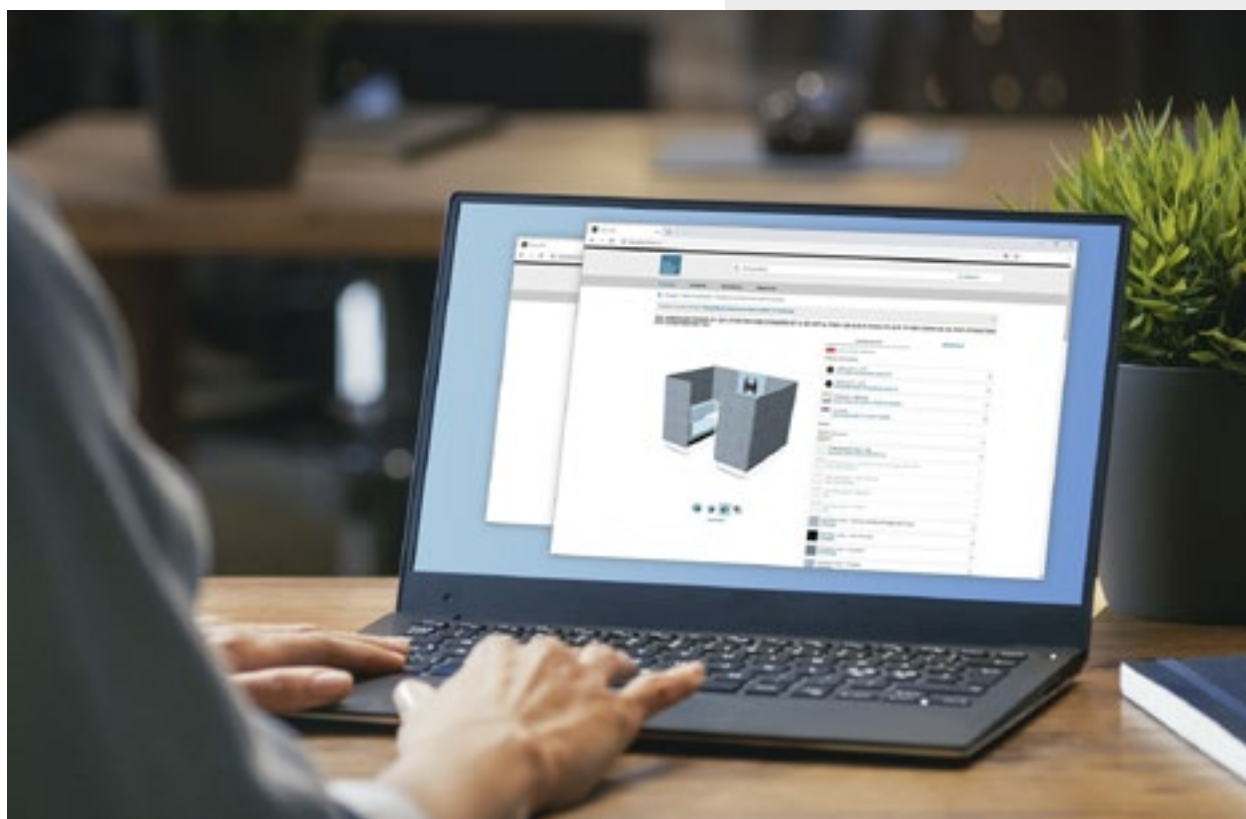
**Bartosz Karasiński**  
Export Sales Director



# Universal product language

What do you do when you want to buy something? First you look it up on the Internet – you read the description, look at the images and check the prices. The strength of our company relies not only on reliable, tested products, modern production plants, as well as the know-how and experience of various specialists. Another factor that contributes to the effectiveness of Nowy Styl is the ability to share information and the speed at which we do it. The information we focus on includes product details: 3D visualisations, sizes, technical descriptions, configuration options, photos, renders and prices.

We share our data following international standards (pCon, 3D Warehouse or BIM), used by architects all over the world, but we also employ certain customised solutions: P3S – digital platform offering trade and logistic support, as well as Partner Portal – a solution designed for our distributors. This is how all the stakeholders – customer service, sales reps, dealers and architects – use the same “product language” regardless of their location.





*– We do not only ensure the top quality of our products and customer service, but we are also doing our best to guarantee that the information we share is up to date, easily available and presented in an attractive layout. This makes life easier not only for ourselves, but also for many of our partners, who know they can find the information they need right away and share it with their clients in the form of proposals or specific projects –*

---

**Mariusz Sobociński**

IT and Business Analyst Director



# Logistics and maintenance



## When time matters

As we speak, our production plants located in 7 countries – Poland, Germany, France, Switzerland, Russia, Turkey and Ukraine – come up with a range of products included in our extensive portfolio: from everyday chairs, through equipment designed for offices and public utility facilities, such as stadiums, multifunctional halls, concert halls, passenger terminals or health care facilities, to complex furniture solutions for hotels.

When we mention logistics, it's impossible to skip maintenance services. Excellent collaboration of these two areas is of particular importance in the phase of assembly works. Nowadays moving to a new office is carefully planned and scheduled in the smallest details. A specific date and time are set, so as to reduce the time span of the moving process.



*– Our logistic know-how is the knowledge of how to coordinate all the logistic elements of the storage, distribution and assembly processes, so as to complete the customers' orders on time and in line with the highest standards. This is how we provide equipment for offices, hotels, cinemas and stadiums all over the world. –*

---

**Rafał Siwek**  
Logistics Director



For many companies time is money. We can understand it, which is why we never use standard office hours as a limitation or excuse when preparing delivery and assembly schedules. Our teams arrive precisely when needed. Our standard procedure involves hiring a driver and assembly team that speak the local language. Before we proceed with the assembly, we inspect the location and check every single detail: we make sure about the progress of other teams, we contact the administrators to see when we can enter the facility and how long we can stay there, and we agree on the maximum tonnage of the vehicles we use to transport the equipment. Each of these preliminary activities saves precious time and helps us conclude the work according to the schedule.

We cannot imagine a situation when a damaged piece is not replaced or repaired immediately.



*– We realise that comfortable chairs and desks are just as important for your everyday work as a phone and computer, so we do our best to reduce the time needed to handle complaints –*

---

**Paweł Pelczar**

Complaint Department Manager







# New sectors

## Design in terminals

With each company that joins Nowy Styl we gain new competences, which means we can expand and add new sectors to our portfolio. This is one of the crucial reasons behind our constant expansion. A good example of this strategy is Kusch+Co – a German family company present on the market for the past 80 years, which became famous for its designer seats for passenger terminals and health care facilities.

Kusch+Co has been operating in the sector focused on terminal furniture for three decades, ever since it launched its 7,100 Terminal bench. The product was an absolute novelty at that time. It pointed a new direction to architects as regards terminal arrangement, because it combined premium quality and outstanding aesthetics with innovative modularity. Since then the company has been constantly developing its product portfolio and consolidating its reputation as a trendsetter. It collaborates with the largest architectural studios in the world. Together with these studios, Kusch+Co has provided furniture for more than 260 airports in over 60 countries.











# Make your space

For us, an office is a ***space*** where ***employees*** are engaged in ***business processes***. Through our unique know-how we seek to inspire and educate our partners in order to show them how to arrange employee-friendly offices and healthy working environment, which promotes effectiveness.



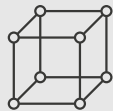
### PEOPLE

An office is a place where people come to work. The employees are its main users. A properly designed office is motivating.



### PROCESS

Each organisation is engaged in various business processes. A functional, well-arranged office impacts the effectiveness of such processes.



### PLACE

Environment affects people and their behaviour. A carefully planned space inspires, organises and supports accomplishments.





# A perfect office does exist

It's impossible to create a perfect office focusing only on interior design and arrangement. What is more, there is no universal recipe for a perfect office. The key to success is to customise the space to suit the needs of a specific organisation. Each company is different and has its own unique set of features and rules. Various aspects are focused on and different priorities are followed. Conscious choice of a particular office model, preceded by the relevant research and analysis of the organisation, is the first step towards a perfect office.

A cellular office, zoned office, open space and activity-based office – these are 4 most popular office types. They differ as regards functional and spatial layout, also in economic aspect, because each of them is fit for a different number of employees. Which model do you choose?

Based on the analysis of the customers' needs, we help you choose the optimum spatial layout together with proper equipment – chairs and other furniture – and colour concept. This is how an office becomes the heart of your company. This is where the employees feel welcome and motivated to work.

You can trust us - this is a change we've seen more than once. It makes us happy each time and gives us more energy to search for new, improved solutions. Most importantly, though, it releases our customers' immense potential, because people who feel good at work are full of energy and fresh ideas.





# Completed projects









**Clariant**

Poland









**Brainly**  
Poland











**DS Smith**  
The Netherlands





**Sabre**  
Poland







**Adir Group**

United Kingdom







**Office of T-Mobile Polska S.A.**

Poland







**Veolia**  
Slovakia



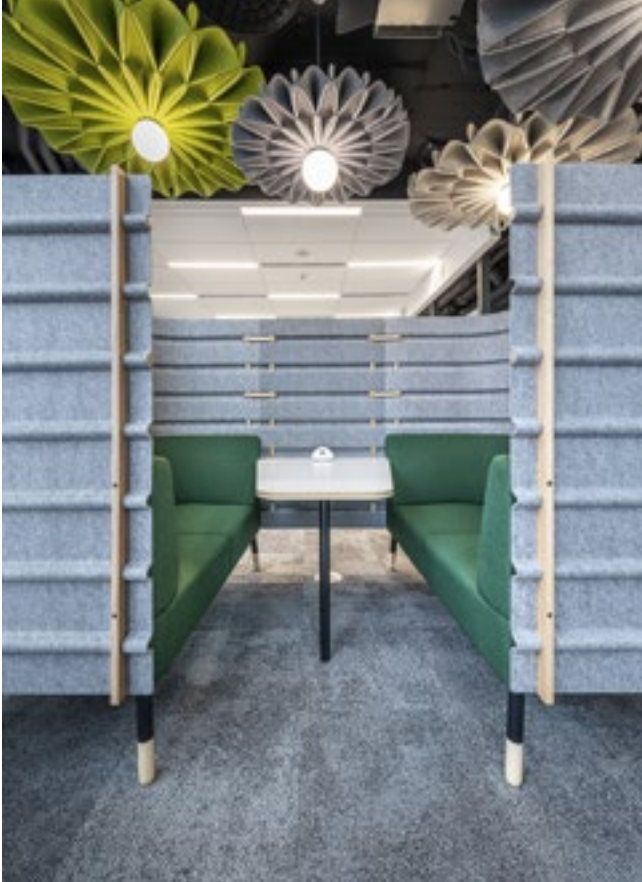








**Office Twin City Tower**  
Slovakia

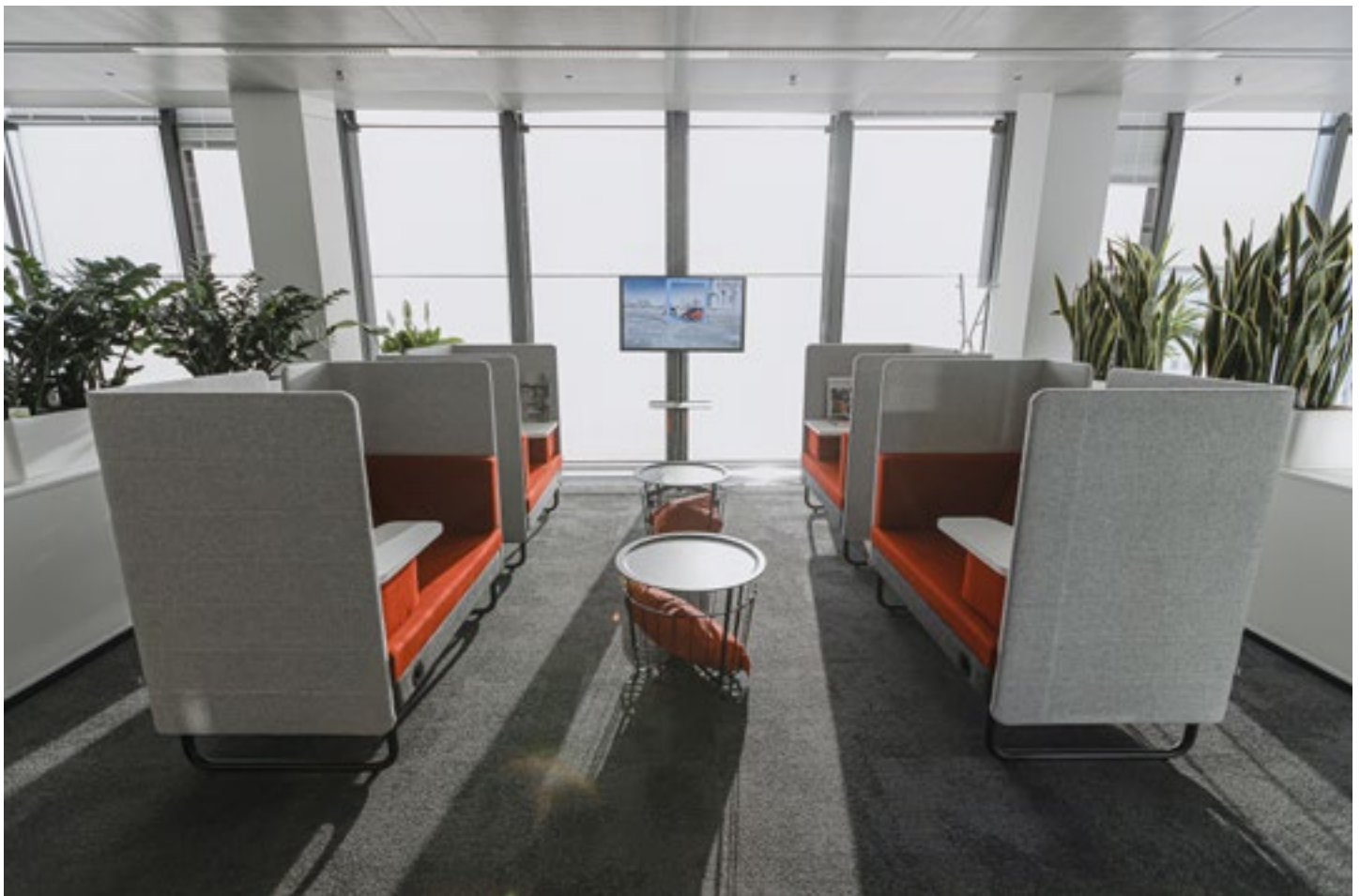




**Toyota**

Austria







**LPP**  
Poland







**Sii**  
Poland







**Food processing and packaging  
solutions company**  
Hungary

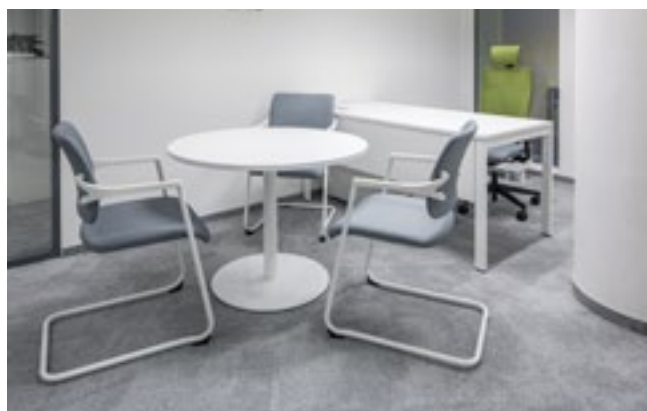






**DB Schenker**

Poland







**Beko**  
Czechia



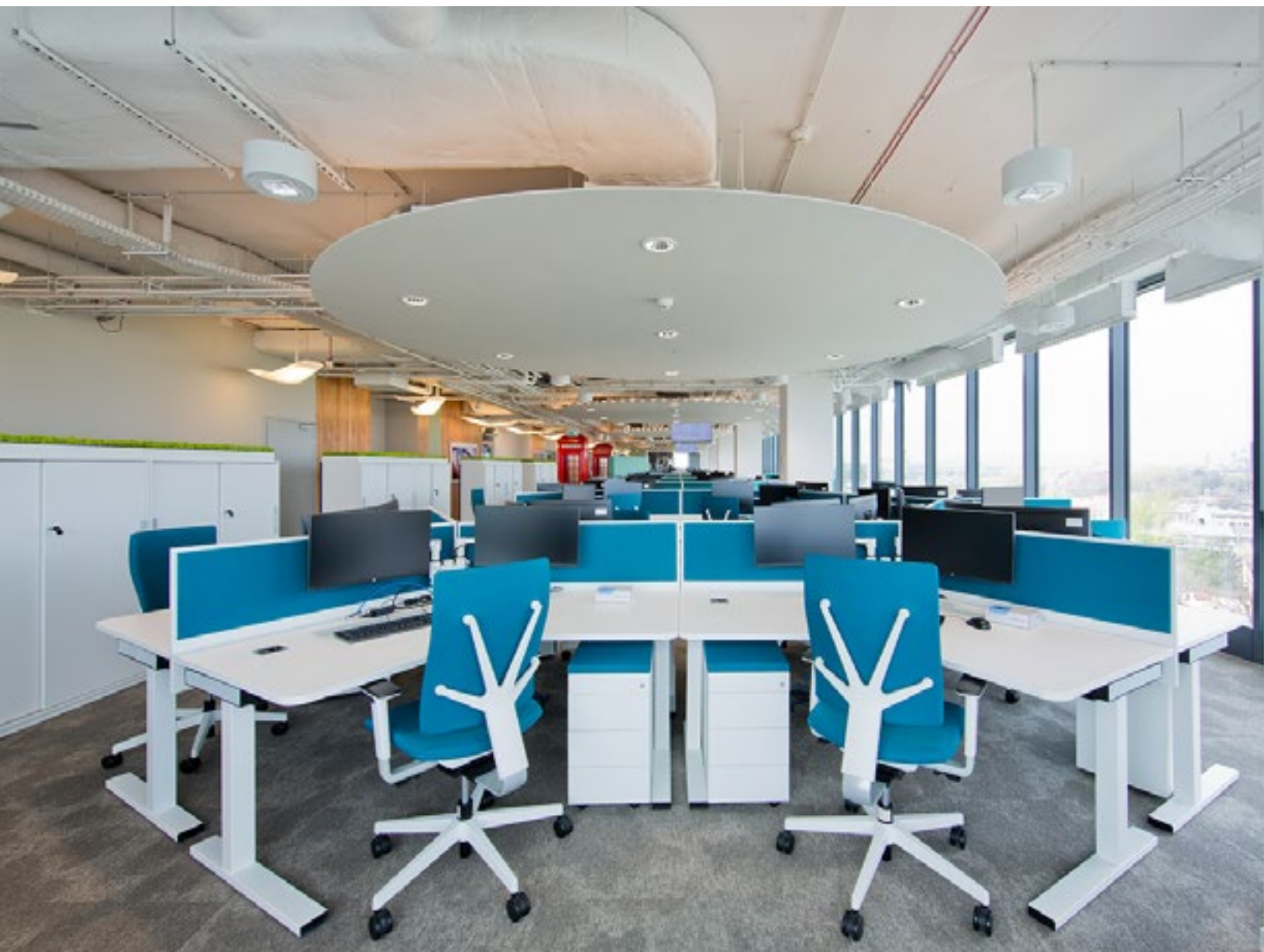






## Cathay Pacific

Poland







## Bouygues

United Kingdom







**Parker Hannifin**

Poland







## Honeywell

The Netherlands







**Covestro**

Slovakia











**Gemalto Plaza**  
France





**Shared services centre  
of the financial sector leader**  
Poland







**Shared services centre  
of the global airlines**  
Poland







## Goodyear

Poland









**Banque Populaire**  
France





## ABH Investments

Poland









**Dürr**  
Poland





# Realisations from other sectors







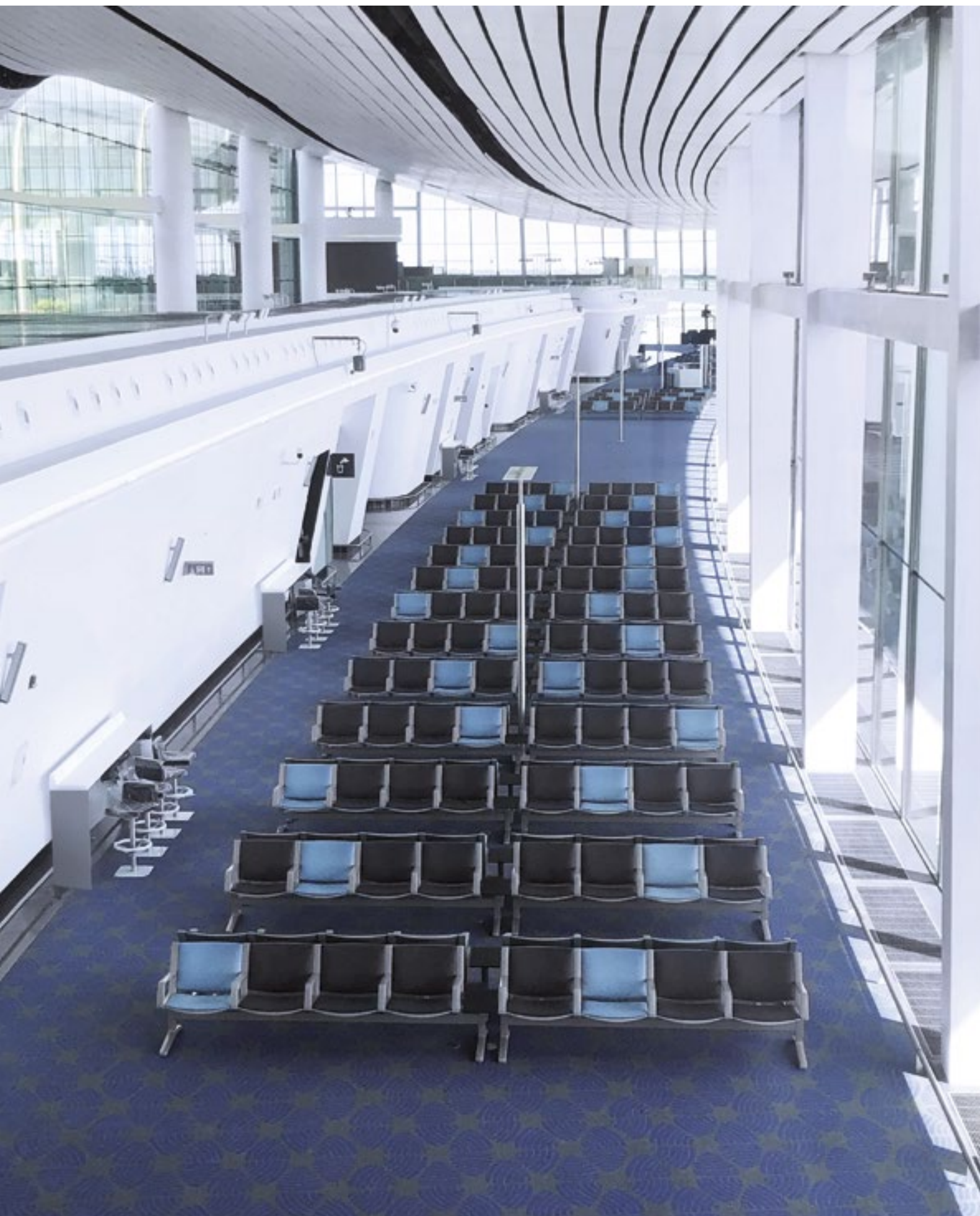






Daxing  
International Airport  
China







**Daxing**  
**International Airport**  
China





## Central Station

Austria











**Frankfurt, Airport - Terminal 2**  
Germany





**Charité Medical University of Berlin**  
Germany

Photo: Anke Müllerklein



Restaurant Uformel  
Denmark





**De Gerda care center**

Belgium







## Paradijs Care Home

Belgium



## St. Joseph Clinic

Belgium



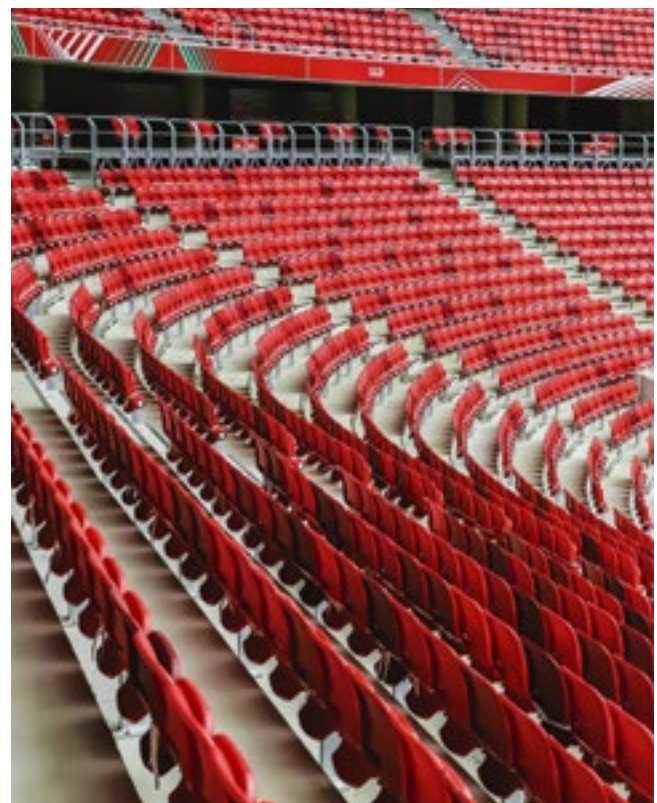
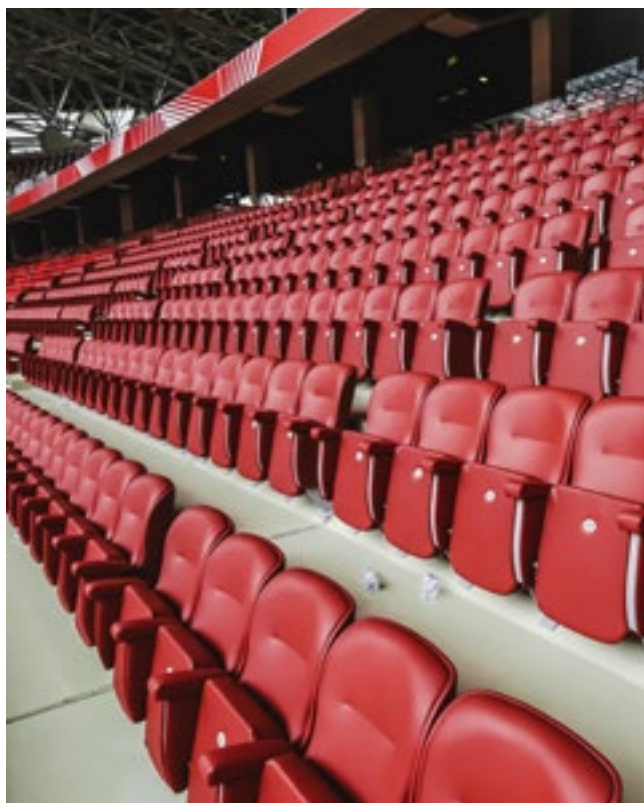
**Two Seasons Hotel**  
United Arab Emirates





## Puskas Arena

Hungary









## Aqua Lublin

Poland







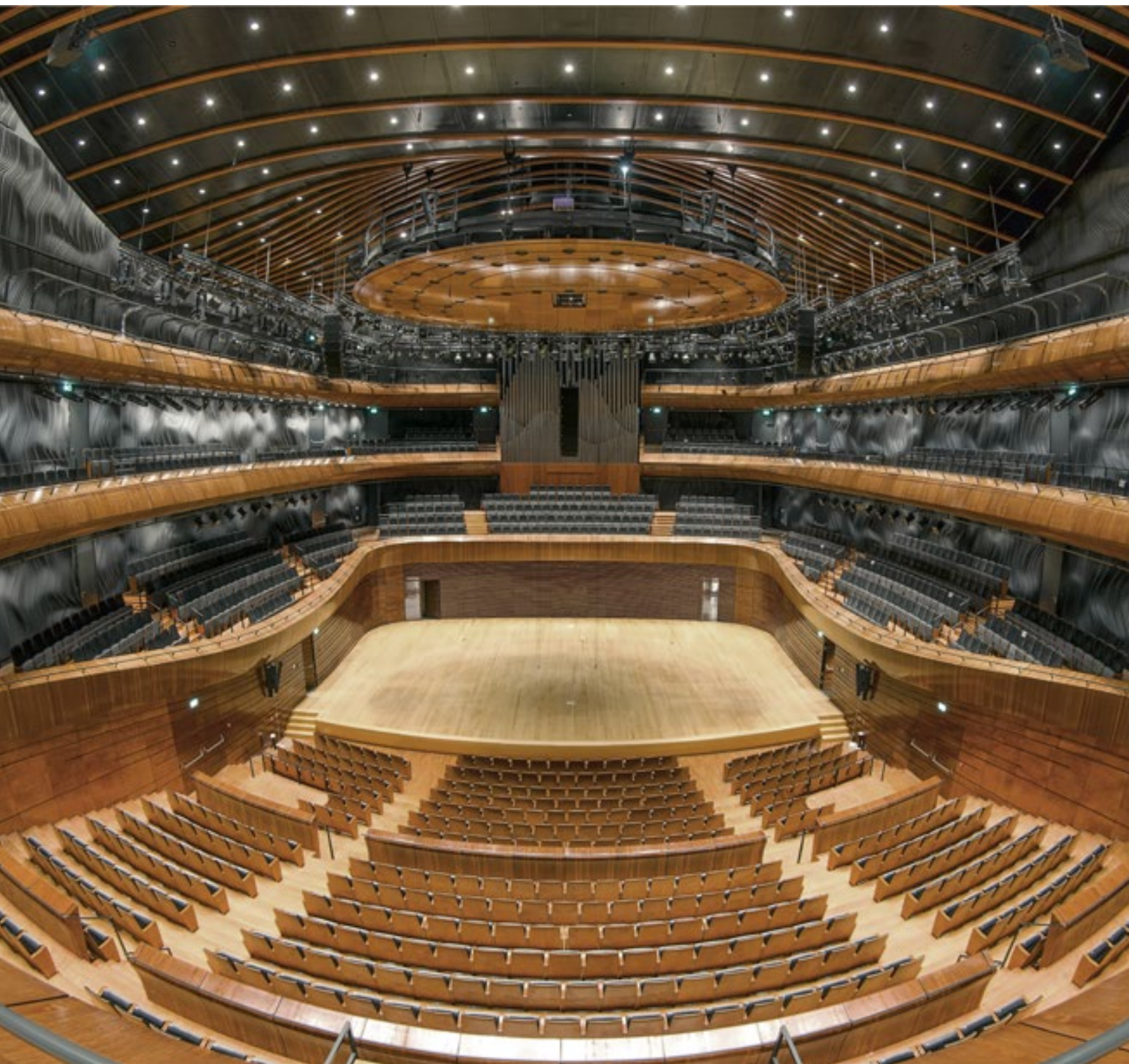


**Ainerexpo Salle Ekinox**  
France





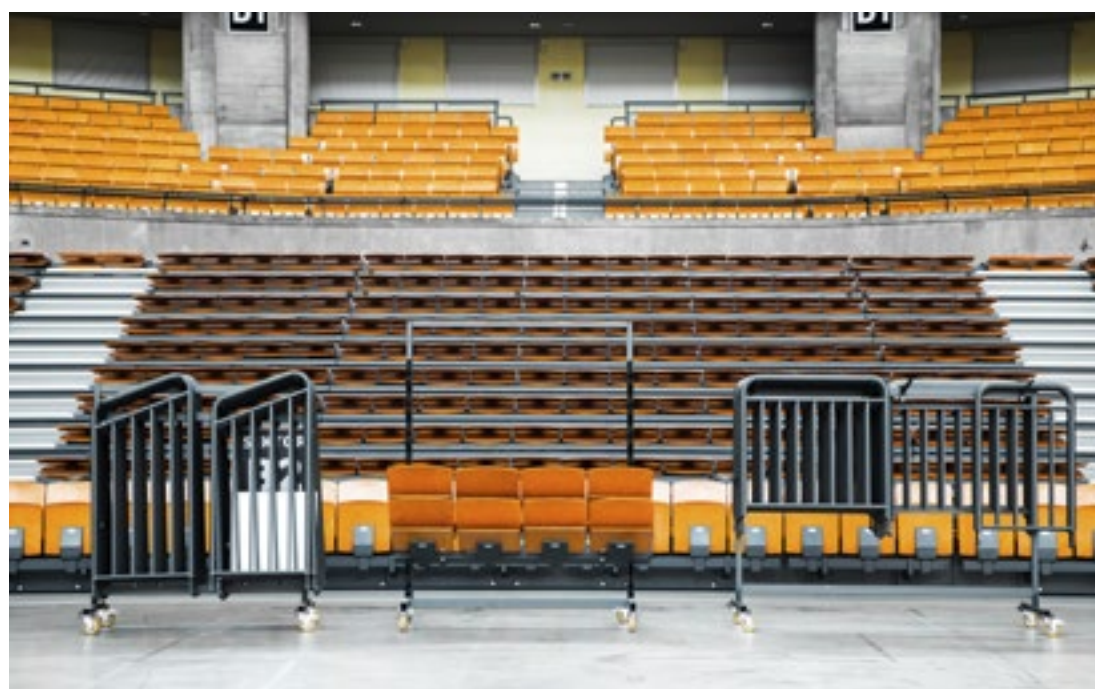
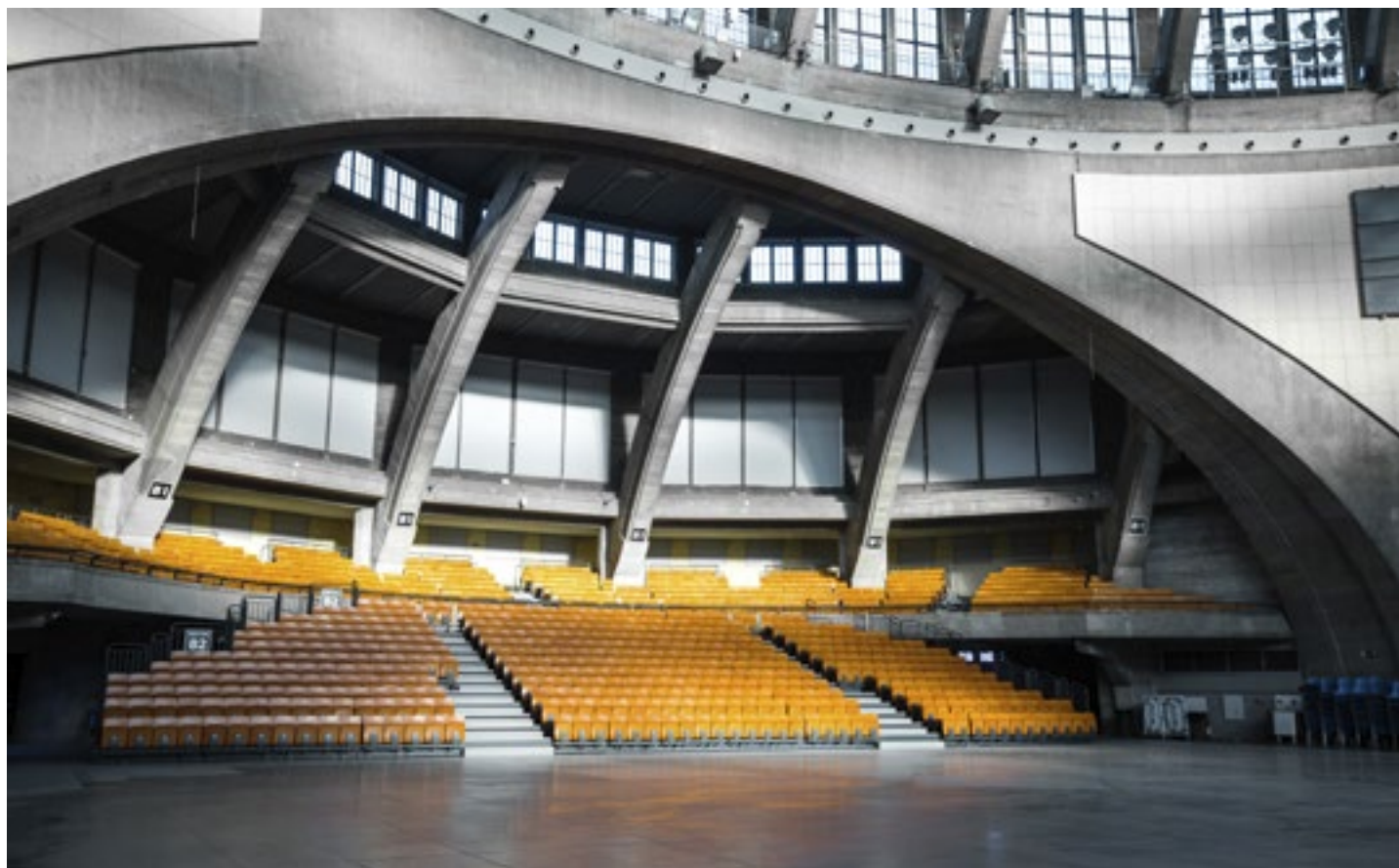
**Polish National Radio Symphony  
Orchestra in Katowice (NOSPR)**  
Poland





## Centennial Hall

Poland



Bibliography:

1. Savills. (2014). The What Workers Want report. pp. 1-16.
2. Nowy Styl data based on the analysis of 8802 observation points in corporate clients' offices. (2017).
3. Nowy Styl data based on the analysis of responses provided by 524 employees of different companies. (2017).
4. Nowy Styl data based on the analysis of responses provided by 1258 employees of different companies. (2019).
5. Nowy Styl data based on the analysis of responses provided by 1441 employees of different companies. (2019).
6. Majer, M. (2015). Open office spaces increase noise exposure. <http://www.bhp.abc.com.pl/czytaj/-/artykul/otwarte-przestrzenie-biurowe-zwiekszaja-narazenienna-halas>. (20.12.16).





**Let's make  
your space  
together**

[www.NowyStyl.com](http://www.NowyStyl.com)