



SCANCOM'S MANILA STACKING ARMCHAIR CONTINUES TO MAKE HUGE SALES

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ScanCom's Manila stacking armchair reaches a unique milestone, selling more than 350,000 pieces into the global market.

Global Product

Leading outdoor furniture manufacturer ScanCom have impressed the outdoor furniture industry with their Manila stacking armchair which has been selling into DIY, Furniture retailers and General Merchandise stores around the world for almost a decade. The Manila chair was introduced into the European market during Spoga fair 2002, the world's largest outdoor furniture fair in Cologne, Germany, and it sold an impressive 70,000 pieces into Sweden and Denmark. Now, the Manila is now bought by consumers from over 36 countries worldwide and this season it reached an impressive milestone of 350,000 pieces sold.

Unique Design

The Manila has been a successful product for several reasons, but none more than its unique design and great functionality.

- Attractive mix of materials shapes and colors.
- Functional stacking for easy storage
- Flexible. Can be combined with a range of tables and outdoor garden settings
- Excellent value for money.

Manila Mix

The Manila design is unique to ScanCom, and its distinctive frame has been used as a platform for a range of materials (see below) which have also sold in huge volumes for several years. In total, more than 1,000,000 pieces of the original Manila frame have been produced and sold worldwide by ScanCom up to now.

The Manila Platform



Manila
Petan®



Gazelle
FSC™ Certified
Hardwood



Gemini
Steel Mesh



Vega
Steel Mesh

Core Strength

When the Manila was first sold into the market in 2003, ScanCom quickly went to work setting up a fully integrated production line for its manufacture. This made the Manila the first mixed material product produced fully in-house for the outdoor furniture mass retail market. The development of these production facilities has since given ScanCom the opportunity to develop a range of mixed material product families, and they too have proven to be a success. Mixed material collections are now ScanCom's specialty and it is a strength that cannot be matched by other mass producers of outdoor furniture.

About ScanCom:

Founded on the 1st April 1995, ScanCom has grown to become one of the leading manufacturers of outdoor furniture in the world. With legal headquarters in Denmark and top management located in Ho Chi Minh City Vietnam.

ScanCom owned sales offices can be seen in Denmark, United Kingdom, Germany, U.S.A and Vietnam with manufacturing sites in Brasil, Indonesia and Vietnam.

ScanCom credits its achievements to attractive designs, high standards of quality and social responsibility combined with precise delivery planning and competitive prices. Always an active and responsible partner, ScanCom is guided by a firm set of principles that guides the company in all areas of business.