



ScanCom at Spoga 2010

ScanCom press release September, 2010

Time has come to begin preparations for our annual Spoga exhibition. We are working on many new ideas and concepts to give a snapshot of what we will be developing for the future!

We will focus on our core competencies which allows us to bring value in a way that is difficult or impossible for our competition to compete with. If we as a TEAM can influence the market in this direction, we will create a sustainable competitive advantage that is in line with what we specialize in which believe is the key behind any successful strategy.

Superslat: We will present a new collection in 11cm wide painted wood using our new laminated superslat concept. Weathertesting is ongoing but continues to show positive results and we are confident to have a production approval by August! The new wide slats are becoming increasingly popular in certain markets with the rise of recycled teak wood tables that utilize much wider slats so we aim to bring a wide slat alternative at a more attractive price point.

Wood Weathernet: Having re-introduced wood weathernet at the sales conference with the Bahia, we have taken your comments on board to bring a new line of wood weathernet that is more modern, more simple and more attractive in terms of pricing. Combined with a BALAU frame and BLACK weathernet seat, we are sure this colour combination is more in line with the neutral tastes of our mass market end consumer.

Durawood: Having gone through various challenges this season with our Durawood project, we will introduce a brand new modular concept with steel and durawood. The concept is simple, one seat and one back to form as many combinations as you need.

