



Fräsch to Launch New Bamboo Benching Line and Collaboration Tables at Neocon 2017

Dallas, TX – Spring 2017 – Fräsch [*Swedish translation: fresh, cool, modern*] is a commercial grade sit & stand furniture maker. While exhibiting in past Neocon shows under the name of its manufacturing partner, Swedstyle, a well-established brand of sit & stand frames in Europe for over 30 years, Fräsch will be making its Neocon debut this year as a stand-alone, up-and-coming workspace solution company. While sit/stand is the core DNA of the company, Fräsch combines ergonomic design with aesthetically pleasing and environmentally friendly bamboo surfaces, together with recycled PET acoustical dividers. Fräsch will be exhibiting its new bamboo benching line that incorporates all the unique elements that defines the brand along with open concept storage, daisy chain power distribution, and sound absorbing room/desk divider panels with customization options. Also being introduced is a small representation of its sit/stand collaboration tables, which vary in size from accommodating 2 to 10 people. Fräsch gets its inspiration from minimalistic Scandinavian design while implementing practical and cost effective components popular in today's modern office environment. Check out Fräsch's Neocon 2017 location, **floor 7, space 10081** and website, www.fraschup.com.

Or call 972-898-4444 for more information.

