

PRESS RELEASE

May 2019

DIETIKER EXHIBITING AT NEOCON

The oldest Swiss furniture company expands in the US

In Switzerland Dietiker is the market leader in healthcare, hospitality and congress centres seating. The furniture company is looking forward to bringing its quality and knowhow to the North American market and what a better place to launch than the Bay Area. A high priority for Dietiker is the cooperation with leading architects and interior designers.

Since 1873, the oldest Swiss furniture company has manufactured high quality seating solutions for the commercial sector. Together with renowned designers, the company has developed numerous design classics and product innovations and is still writing international design history today.

In the spotlight of the Dietiker presentation at NeoCon 2019 will be a Dietiker chair from the 40s. The inspiration for the modular Felber family is a Dietiker model of the 1940s which served as the platform for a highly customizable chair and table family, offering endless mix and match possibilities.

The Felber Collection has been extremely successful with its beautiful design and the infinite possibilities its patented connection offers allowing customers to combine either wood or upholstered seats and backs to a both a metal or a wooden frame. Dietiker holds a patent for that connection. It is very natural that this same platform concept served as the further development of the product with an outdoor program. The «Felber Outdoor Collection» is available in five selected colours of the Les Couleurs® Le Corbusier and Arik Levy collection.

Dietiker USA is exhibiting at booth #8042 on 7th floor

Dietiker USA will be presenting its Felber Outdoor Collection recently launched in March 2019

Dietiker was founded in 1873 and is the oldest chair manufacturer in Switzerland. The launch of Willy Guhl chair the late '50s revolutionized the furniture industry, followed by Rey, the first chair in the seventies with a unique patent for its screw less wooden-metal connection which has been sold worldwide more than one million pieces. The company develops and produces high engineered products for a wide range of solutions for cafeterias and seminar rooms in health care, gastronomy, hotel, offices, education and public institutions.

- » **Download link of images:** https://www.dietiker.com/neocon_dietiker/
- » For interviews with Nathalie Felber please see contact details below.
Nathalie Felber | CEO | Cell phone +1 650 935 0358 | felber.n@dietiker.com

