

## No contract without a subject

→ **Founded in 1954, the seating furniture manufacturer COR has been specialising in product development and customised solutions for the contract sector for around 15 years. Market shares in the contract business are growing. The current focus is on major international projects and Orgatec 2018.**

*Cologne/Rheda-Wiedenbrück, October 2018.* In today's contract sector, the seating furniture manufacturer COR is regarded as a productive specialist for the furnishing of high-quality properties and projects. As in the home sector, its furniture, which is mostly manufactured manually, also impresses in the contract sector with its purist design and high quality. Its market share is growing not least because COR can implement project-related requirements very flexibly and swiftly. The variously configurable contract furniture ranges *Affair* and *Scope* developed in 2010 and 2011 respectively are regarded as milestones. Developed continuously, the element furniture ranges are to be found in commercial properties worldwide, including Google, Motorola, PricewaterhouseCoopers and SAP. In autumn 2017, six innovative individual pieces of furniture were developed by a creative pool of international designers - COR LAB - to combine homely comfort with professional functionality, the „living and working“ worlds. The perfect interaction of *Level* and *Bridge* (table and bench), *Floater* and *Drop* (sofa and stool/pouf), the room divider system *Chart* and the peripheral furniture *Bond* with the successful *Affair* and *Scope* programmes will be presented at Orgatec 2018. In addition to willingness to innovate and flexibility in the product area, the services for planning are also state-of-the-art: With the Revit data format, for example, drafts and alterations to furniture can be visualised and updated in real time.

### Expansion of contract business in Asia

As in previous years, contract business also increased last year, and currently accounts for around a quarter of total sales. New market shares are being tapped domestically in Germany, as well as in exports. In the Asia-Pacific region (excluding Japan), the office furniture manufacturer Wilkhahn and COR have been cooperating since March 2018. Wilkhahn has been successfully positioned there for some time and is represented with six

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sales locations in the cities of Sydney, Melbourne, Brisbane, Hong Kong, Shanghai and Singapore. The portfolios of the two brands complement one another, with each manufacturer contributing its own specific strengths: Wilkhahn specialises in swivel chairs and conference areas, COR in furnishing reception and central zone areas.

### **Ambitious projects in the USA**

→ Since COR has been active in America with its own contract specialists, the order situation has grown continuously and has already risen by 50 percent in the current fiscal year. In cooperation with the interior designers/architects of Gensler (New York), the Bank of New York has just been furnished, and the cooperation with the architecture and planning company HOK led to an order for the cosmetics group Shiseido with headquarters in New York City. PricewaterhouseCoopers has renewed its successful collaboration with COR with a major contract for its Experience Center, planned by Vocon (Cleveland and New York).

### **Current major projects in England and Abu Dhabi**

Six hundred and thirty Roc chairs, around seventy Trio upholstery elements and two hundred Cordia swivel chairs were produced in the summer for the conference rooms of a London-based financial services provider, with the planning carried out by tp bennett. And around three hundred Fino chairs were delivered to Abu Dhabi for a new large hospital (general planning: Obermeyer Architekten, Munich). For this purpose, the basic model was modified and equipped with customer-specific upholstery.

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**Images may be downloaded from the COR Website: [www.cor.de/press](http://www.cor.de/press)**

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