

Freedesk AB participates in the furniture fair Salone Internazionale del Mobile i Milano

Freedesk AB ("Freedesk") has been chosen by Business Sweden to participate in the furniture fair Salone Internazionale del Mobile in Milan 4th-9th april 2017. The fair is the world's biggest of it's kind, and shows the latest within furniture an design from manufacturerers all over the world. Freedesk displays in the Business Swedens stand together with 14 other companies within interior design.

- *The furniture fair in Milan has been the most important design event during 55 years, and we are proud that Freedesk has been selected to participate in tough competition. Since we participate in the stand of Business Sweden, we get a very good placement and opportunities to display our products. The purpose is that this fair will lead to exciting meetings and new cooperation agreements with relevant distributors, designers and architects, says Stefan Westergård, CEO Freedesk AB.*

About Salone Internazionale del Mobile

Business Sweden offers Swedish companies within furniture, lighting and design the possibility to participate in the world's most important interior design fair - Salone Internazionale del Mobile. Freedesk is one of 15 companies that after a comprehensive selection process have been chosen to participate in the fair and display in the Business Sweden stand. The furniture fair in Milan is a global platform for high quality products with focus at ideas, creativity, technology, innovation and culture. Thousands of new products are displayed each year. The participants are offered to profile themselves towards international target groups, strenghten their brand, market their products and accelerate their business discussions during the fair.

The fair had 2407 displaying companies 2016 and was visited by more than 370 000 persons from the trade, such as architects, agents, purchasers, distributors, designers, journalists and important key opinion leaders from 165 different countries.

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Freedesk challenges everybody to a more active and healthy everyday lifestyle.

Freedesk does this by providing the market with smart and flexible solutions. The purpose is to enhance the user's well-being and productivity. The company have started with a range of Desk Risers that makes it possible to stand up and work where and whenever preferred. This lies within the company's focus; *enable the user to carry out the daily tasks in a more active, flexible and productive way.* Freedesk has also launched the products Personal Space and a Laptop Stand. This is just the beginning of a broad range of products in the Innovation Pipeline, within four business areas; Active sit-stand, Active Focus, Activity Boost and Active Move.