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A Global Partnership is Sealed: Sedus Stoll AG and Watson Furniture Group Agree on Strategic Cooperation

POULSBO, WA, May 9, 2023 - The setting was perfect at [Orgatec](#) 2022, the leading international trade fair for the office sector, for Watson Furniture Group and German office furniture manufacturer [Sedus Stoll AG](#) to formalize their global partnership. For both companies, the relationship is a logical next step. Their shared values, similar market strategies, and expertise in technology and manufacturing all help pave the way for strategic cooperation.

"By partnering with Watson, we are expanding our international network. We will also be able to offer our existing customers worldwide an even wider range of complementary products with immediate effect," explains Daniel Kittner, Director of Technology and Development, and Marketing and Sales at Sedus Stoll AG. "Together with Watson, we will develop new products in the future; we will also adapt the existing solutions, while complying with regional regulations, to offer customers a unique experience across the globe."

Clif McKenzie, Chief Executive Officer of Watson, adds: "We are delighted to be working with such a well-recognized and highly regarded company that shares our commitment to sustainability, corporate responsibility, and design integrity. The similarities in the way we approach not only design but also production efficiency ensure a meaningful and beneficial relationship."

About Watson:

Watson has been designing and building furniture for the forward-thinking office for almost 60 years. Built at the company's manufacturing facility in Poulsbo, Washington, Watson products are thoughtfully and responsibly sourced, focused on customization that is timeless and functional. Every product represents a curiosity to explore and deliver the best solutions for the modern office landscape, give individuals the tools to thrive in their environment and act as versatile building blocks for designers to craft inspiring and impactful spaces.

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