

February 2016



Visplay – Vitra Rebranding - Information Letter

Dear Sir or Madam

Today we are writing to you, as authorized agent for Visplay retail systems for Czech Republic, Estonia, Latvia, Lithuania & Poland to inform you about the company's new brand identity.

The retail specialists Visplay and Vizona are part of the Vitra Group and will once again operate under the Vitra brand name in the future. Starting this year, the Vitra brand hence not only stands for office interiors as well as furniture, lighting and accessories for the home, but also for intelligent shopfitting systems and custom-tailored retail concepts. meškank will remain authorized agent for retail systems by Vitra in Czech Republic, Estonia, Latvia, Lithuania & Poland.

Creating innovative products and concepts with great designers is Vitra's essence. They are developed in Switzerland and installed worldwide by architects, companies and private users to improve the quality of interiors. Vitra has its roots in the shopfitting business. In 1934, Willi Fehlbaum took over the Graeter shopfitting firm in Basel. Together with his wife Erika he went on to establish the company Vitra in 1950, which soon expanded beyond retail interiors to include the production of furniture for the home and office sectors. Following the transfer of the company to his sons Raymond and Rolf Fehlbaum, Vitra and Vitrashop became two distinct corporate entities in 1984. The latter was then further split in 2001 into the two brands Visplay and Vizona to promote specialisation in the areas of retail interior systems (Visplay) and shopfitting projects (Vizona). With the new unified presence under the Vitra brand, the two retail companies are now going back to their roots.

In terms of our brand identity, this renaming will entail a number of new changes – but when it comes to our working relationship with you, everything will stay the same. As a competent partner for the retail sector, we shall remain dedicated to increasing the attractiveness, quality and productivity of sales areas. In future, meškank will continue to provide intelligent shopfitting and display systems by Vitra to its retail clients, both large and small, in a diverse range of industries.

The accompanying booklet contains more information about the Vitra company and its projects and products.

We look forward to continued success together!

Yours sincerely

Meškank, Wito