



### "Think global - act local" - One step further into the Arab market - New GCC Stock-Range

By opening a subsidiary with showroom in Dubai and establishing Oliver Nathmann as local Sales Manager, responsible for the GCC region = **Gulf Cooperation Council** composed of Bahrain, Qatar, Kuwait, Oman, Saudi Arabia and the United Arab Emirates in 2016, a basis for market development in the prosperous Gulf region has been provided.

In April 2017 Interstuhl's new product family VINTAGEis5 has been launched with a spectacular event which concurrently was the initiation of the specifically developed marketing strategy themed "think global, act local". Product booklets written in Arab and English have been especially well received by partners, retailers and endusers, since western companies tend to operate solely in English. The communication in Arab likewise shows the region's significance for Interstuhl and the intention to adjust to local conditions, giving us a clear competitive advantage within our sector.

Since January this year, several selected models of MOVYis3, BUDDYis3, AIMis1 und EVERYis1 are stocked and therefore immediately available in the Emirates and throughout the GCC - sales pitch and one step closer to the customers at once! A booklet, describing the new service "GCC Stock-Range" to retailers and customers, has been developed - bilingual as well.

Further information can be obtained through interstuhl's office in Dubai simply contact us via [gcc@interstuhl.com](mailto:gcc@interstuhl.com).

[GCC STOCK-RANGE BROCHURE DOWNLOAD](#)