



## **PRESS RELEASE:**

### **KI's award-winning school seating collections continue growth across Europe**

Didacta Cologne, Germany | 7-11 June 2022 | <https://www.didacta-cologne.com/>  
Hall 06.1, Stand C-100

KI's award-winning education seating products will be on display at the return of the Didacta trade show in Cologne, Germany. The pre-eminent education trade fair in Europe, Didacta provides the perfect showcase for decision-makers across the country and around the world.

Already a well-established market leader and industry benchmark in the UK, Postura+ chairs are an excellent, cost-effective and vibrant way to optimise learning environments. First introduced in 1996, their proven success is helping drive rapid sales growth in Germany, Italy, France, Spain, Portugal, Belgium and The Netherlands. Showing the collection at Didacta brings the chairs to life, where new customers can experience first-hand the superior comfort and versatility of the chairs.

Alongside the iconic Postura+ range, KI will also exhibit a selection of its other seating products designed specifically to support evolving, agile and flexible spaces. KI's diverse seating collections can transform the learning experience, offering options such as stackability, integrated storage, removable tablet arms and castors.

**Jonathan Hindle, President - KI EMEA** comments: "A global leader in specialist seating for education environments, KI's innovative products are quickly gaining popularity across Continental Europe. Our return to Didacta demonstrates not only this success, but also KI's commitment to its established customers in the region. We look forward to introducing our products and brand to hundreds of new distribution partners, teachers and government officials."

- ENDS -

## **Editor notes:**

### **About KI**

KI's furniture helps the world's leading organisations create happy, healthy, high performing working and learning environments for their people. Bringing together good design, advanced engineering and sustainable resources, KI's products are durable, flexible and offer excellent value.

Founded in 1941, KI (Krueger International, Inc.), has grown to become one of the world's largest, most respected furniture manufacturing groups. KI's EMEA headquarters and showroom in Central London is supported by an established network of



manufacturing facilities and distribution partners across the UK, Europe, and the Middle East. For more information, visit: [www.kieurope.com](http://www.kieurope.com)

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