MESSAGE to THE PRESS

Sitino, the Message of a new Challenge

“The third generation of furniture manufacturers launches a new brand – cooperation with the sales professionals is the key to success”

Tilde and Miete Vandendriessche, young ladies in their thirties have the proper sense for initiatives. Miete has a master’s degree in fine arts and focusing on creative aspects, she is convinced that there are excellent possibilities to create her own collection in active seating and dining under the guidance of the well-known designer Axel Enthoven. Tilde having a bookkeeper career can complete the capacities of her sister in the field of administrative, logistic and financial tasks. Thanks to the support of the founders (Joost Vandendriessche, Geert Behaegel and Philippe Corthouts) they may fulfil their aim to translate their own ideas in creative concepts and products.

They consider as a basis for their activities to use the possibilities offered by technologies and treatment of material in order to achieve noble products within the financial range of everybody. The products should meet ecological demands due to the careful selection of suitable materials. They would offer emotional products – due to their sense for detail, function and form.

More important than the collection is the way how the collection is introduced to the market, since this is the door directly to the consumer. A valuable collection should not be wasted by unprofessional distribution although this may achieve short term success. Miete and Tilde look farther; they know exactly what they want: a permanent building up of long-lasting cooperation with the professionals of trade and commerce.

Before hanging the price-label on the products, it is important to decide where and how the collection will be exhibited. Sitino addresses itself mainly to the medium segment (up to the top) of the market.

The sale professionals can open up all creative channels and create together with the consumer that chair, which meets his emotional world as well as his needs and desires. Like the Combino chair. Which is not just a chair – the Combino is 144 possibilities of chair. Thus, the key to success is the co-operation with the professional sales world.

Being a new company with new ideas, Sitino looks first of all an optimal partnership with the sales professionals. The introduction of Sitino is more than an invitation to see the collection; it is rather an invitation to a long-lasting cooperation.