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Voglauer at the imm 2010

Success through differentiation strategy

Voglauer is showing three completely new living area designs at the imm cologne, "V-Montana" for living and dining areas and "V-Rivera" for sleeping areas.

Voglauer, the Austrian branded furniture manufacturer, proved with its new design that originality and innovation do not represent contradictions. The new living and dining range, fulfils the longings of many people for naturalness, authenticity and at the same time for modernity. The originality is conveyed by the unique splitwood design. This is combined with a natural looking satinato glass to give an elegant balance which reflects the spirit of our times.

"The last years have shown that customers are rediscovering original values again. " It is exactly these values which Voglauer upholds and offers in its new furniture lines. As a supplier of natural wood furniture, Voglauer has achieved differentiation from others with the unique splitwood design which has created new products with a strong identity.

The great demand from the trade and the positive response by the end users both confirm Voglauer's product strategy and are indicative of a successful 2010.