

Rohde & Schwarz Build a New Image



FINDING THE RIGHT FIT

Rohde & Schwarz, an international electronics group and one of the world's leading manufacturers of communications and broadcasting equipment, has about 9,300 employees and representatives in more than 70 countries. The company is committed to delivering bespoke solutions for the world's best industrial brands and also seeks to provide a healthy, beautiful working environment for its staff.

In Singapore, where the regional headquarters is based and the team

is responsible for managing all the Rohde & Schwarz businesses in the Eastern hemisphere, the company recently constructed a brand new office space.

Completion of the space, including

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David Lew, Rohde & Schwarz
facilities manager

interior design and the purchase of new office furniture and equipment, took six months. When it came to seating, the team knew they wanted a modern aesthetic that enhanced the contemporary, light-filled office building. They were also influenced by new workplace health guidelines introduced by the Singaporean government that require employers to provide safe, comfortable seating and work tools for their staff.

Singapore's focus on ergonomics in the workplace led Rohde & Schwarz to turn to the industry



leader, Humanscale, for chairs that combine ergonomic functionality with beautiful aesthetics.

“It is very important to us to ensure the welfare of our employees at Rohde & Schwarz,” said David Lew, facilities manager, about the need for task chairs that provide exceptional comfort.

“The first priority was comfort

because many of our employees spend as long as nine hours a day at work. Aesthetic design was secondary.”

CHOOSING COMFORT AND STYLE

Although they were not familiar with Humanscale’s product lines, the representatives at Rohde & Schwarz were impressed by the variety of

seating on offer when they first met with the Humanscale team. They were especially pleased with how the seating options were suitable for three-tier usage, at executive, boardroom and head of department levels, while the chair aesthetics seamlessly integrated into each environment without overpowering the space.

They met the Humanscale team at Singapore’s Schiavello showroom. The meeting came about by chance, Lew said, because the Schiavello showroom was in the same building as the company’s chosen interior designer.

“At the first meeting, all the benefits of Humanscale products were explained intensively, and

colour samples and chair mock-ups were provided upon request,” he said.

The team evaluated other chairs from other manufacturers, but, ultimately, decided to go with Humanscale. They opted to outfit the space with three different chairs for each level: Freedom Headrest in leather for the executive seating,

Freedom Headrest for boardroom seating and the Liberty chair for all staff.

In addition to the quality of Humanscale’s products, the aesthetics, which beautifully complement the interior design, were a deciding factor.

“Humanscale offered a variety of chairs that were able to portray a

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consistent visual at the office,” said Lew. “We also considered the price and lead time, as well as the welfare of our staff and how the chairs complemented our overall brand image.”

LOOKING FORWARD

Feedback from Rohde & Schwarz staff has been overwhelmingly positive. The automatic recline of all chairs is especially popular. Liberty’s Form-Sensing Mesh Technology, which ensures perfect lumbar support for every user, has also been praised for its comfort.

“The chairs are great,” said Procurement Executive Marilyn Tan. “They’re comfortable and easy to

use and I’ve received many positive comments from my colleagues since we installed the new Humanscale chairs in our office.”

The representatives at Rohde & Schwarz said the experience of working with Humanscale was immensely positive and professional, and they would absolutely consider purchasing more products in the future. They were pleased that Humanscale’s focus on sustainability aligned with Rohde & Schwarz’s mission to “go green” and said they would highly recommend Humanscale to others.

“Humanscale products reflect our company ethos and philosophy in providing our staff with work tools

to create a comfortable and safe working environment,” said Lew. “The chairs are ergonomic and fit our new build’s clean and simple aesthetics.”