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Humanscale sets up its first exclusive showroom in Bengaluru

MUMBAI: New York headquartered Humanscale, the leading designer and manufacturer of high-performance ergonomic products that improve the health and comfort of work-life, has announced the opening of its first exclusive showroom in Bengaluru, which promises to be the first and best one-stop shopping destination in India for world class ergonomic products for the office and work-from-home setup. Conveniently located at the 12th Main Road, Indiranagar, Bengaluru, this new initiative is a joint venture between Humanscale and its India Distribution partner, the Bengaluru based S Cube Ergonomics Pvt Ltd, founded by Sathish Nandagopal who has over 26 years of diverse sales experience in the industry, having worked with leading brands like Interface, Alucobond, Honeywell, minimax, Ceasefire, and Krueger International. Established with a mission to build an ergonomic India, the 2400 sq.ft 'state-of-the-art' exclusive office cum showroom will be a complete 'Ergonomic Experience Centre' which includes a product display area to feature Humanscale's award-winning products that include ergonomic chairs, sit/stand desks, new monitor arm line and the ergonomic tools line. The showroom would not only target the B2B segment (Architects, Designers, Building Project Managers, Facilities Managers, IT Managers, Corporate Heads etc), but also the Retail and MSME segment (WFH professionals, students, small and medium enterprises etc). The key highlight of the new showroom would be the globally renowned 'Freedom Chair', the gold standard in office seating. *NT*