



LAMEX

Promise of Productivity, Progress and Profit

Quality office furniture has a direct impact on the efficiency of staff and smooth business operations, and consequently impacts bottom-line profit says PETER CHU of LAMEX.

Form versus function is an illogical debate, as one should go hand-in-hand with the other, rather than against. Maximizing on both qualities is any designer's challenge, and adhering to strict specifications, a manufacturer's burden. Lamex carries both on its shoulders, delivering not just office furniture, but functional work environments for Greater China's top companies.

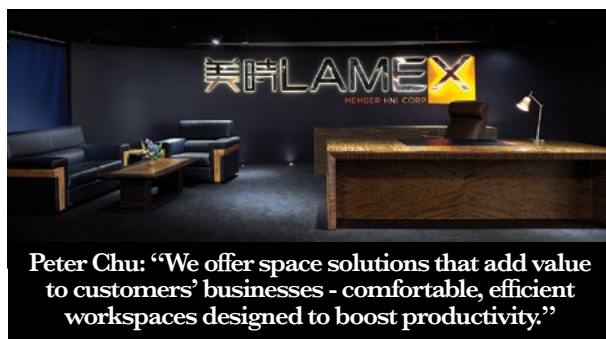
In a region where space is scarce and costly, each expensive square foot of the office must be put to good use. How individual workstations, as well as the entire floor are laid out can increase or disrupt the flow of productive energy that makes employees efficient. The effects of a well-organized or badly furnished business area are often unseen, but become visible in a company's output.

Lamex President Peter Chu's objective is to help enterprises make intelligent decisions regarding their physical office setups.

Shop Around

Workplace furniture comprises semi-permanent fixtures in a company's bases of operations. Choosing which pieces to acquire and install is nearly as serious as choosing a company's location.

For the more discerning Hong Kong market, this aspect in a company's life cycle is seldom glossed over. Lamex, a member of the famed HNI Corporation, has exactly what it needs. "We offer space solutions that add value to customers' businesses - comfortable, efficient workspaces designed to boost productivity. We make sure that each solution is customized to fit customers' space



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planning requirements," says Chu.

The keyword is workflow. Lamex offers bespoke solutions to enhance and improve operations according to a client's needs. "In terms of design, ergonomics, comfort, and sensitivity to the environment come top of mind. [The right office furniture] should be able to create value and drive productivity, but increasingly, should also be easily reconfigured as the clients' needs changes." Chu mentions that today's workspace solutions should be flexible and allow both individual and collaborative work, a tricky mix but none too challenging for the veteran manufacturer.

"We have to develop open space solutions that can flexibly interchange activities among focused work, collaboration, socializing and learning. An office must allow staff to go from a focused activity, when they need to concentrate and have undivided attention, to where they can interact with their team members for idea sharing. Then, there are also the socializing and learning aspects.

"Lamex's goal is to present holistic and relevant solutions to the market. We are developing inspiring and practical products designed to meet new market needs and trends - that can provide a platform for staff to connect without compromising the individual work environment, and ultimately add value to

customers' businesses," says Chu.

A Bona Fide Partner

Lamex is by no means a mere furniture merchant. Along with its ever-expanding line of high quality products, delivered and installed 99% COT (Complete On-Time), the company offers free in-house space planning services.

By providing professional project management, Chu guarantees expert deployment of clients' workspace solutions. "We'll work with you to create an aesthetically pleasing, highly functional environment that best serves your workspace objectives. Our project managers, along with our teams of highly skilled technicians, provide sophisticated expertise, ensuring the strategic integration of workplace elements. This professional consultancy includes product selection, workspace design, meeting target deadlines and staying within budget."

Lamex also runs a dedicated customer service center. This responsive, hassle-free channel of communication handles all customer enquiries, as well as maintenance, product demonstration, and courtesy visit requests. With it, the company covers the full spectrum of end-to-end service, and cultivates continued relationships with clients.

World class, high quality products and comprehensive workspace solutions - these comprise the minimum of the Lamex pledge as a most trusted brand in providing functional, handsomely designed offices. The choice of furniture goes further than aesthetics, ambience or atmosphere; a well-executed office layout maximizes work, inspires confidence, and welcomes better business. ■

For additional information please visit www.lamex.com