

INDEX & WORKSPACE DUBAI 2023

Just look at this Three-D desk, the world's leading innovative desk!



Incredible innovation

The Mash Chair of 'H Company', the global office furniture company has been already widely well recognized as a driving force of Global corporations including Google and Apple transitioning their working environment into the business innovation success. Accordingly, the chair became the result of H Company's iconic innovation ever since. Not only the multinational companies but SMEs also desperate to purchase the Mash Chair that costs almost \$2,000. Undoubtably, the innovative work environment became a driving force for their business success.

The important thing here is that, though, there is no product storytelling of the desk. This is because, despite the fact that the desk is more important than the chair in the workplace, there was no 'innovative desk technology'. Alternatively, sit-stand desk has been introduced instead of the innovative one.

The failure or success of the business, therefore, will depend on the decisions of the CEO or executives. The key to an exponential growth of the business is securing a talent pool. In light of this, one of the best possible innovative strategies is enhancement of work environment for their employees. Be their dream company that best talents wish to be with and that therefore they highly desirable to work. The smart investment in improving the work environment into the business innovation will lead to fast-growing business. In other words, employee's job satisfaction is closely associated with their health and happiness then will eventually bring the business success.

The most significant element of innovation in the workplace is an ergonomic desk made with 'DESK SCIENCE' which improves employee's productivity derived from their creativity, motivation, cooperation and communication.

The desk everyone needs, the innovation that CEOs and executives of the global companies' wish list is here at INDEX & WORKSPACE 2023. The innovation is The Three-D desk! Please come see us 'Yoon Ergonomics Co.' at Standing 3C138, Hall 3 at INDEX & WORKSPACE 2023.

The requirements of the 'DESK SCIENCE'

- The more monitors you have the better it is for your work because all data is processed into the visualized data in the era of informatization.
- At workplace, the ultrawide monitor located in the IMAX area in front of the field of view is compulsory.
- A 'slope' is absolutely necessary in the field of view that runs under the monitor as it enables users to maintain a correct posture.
- The height of the monitor and the angle of the slope must be in line with the users' body shape and work style.
- The height of the monitor and the angle of the slope must be simply and immediately adjustable when necessary.
- Whenever users sit or stand, the desk should ensure them are comfortable and in the right position.
- Ergonomics must be implemented to assist users' best performance.

■ Business Value of the Three-D Desk

- Necessity – An essential consumer product for everyone
- Innovative – The one and only ergonomic desk in the world that no others would have achieved.
- Technology – You can dominate the market with new concepts and new technologies
- Business Competency – A core product with the super gap between other competitors that no one can ever close
- Implication – A dream desk beyond imagination

- Usefulness – Helping users to maintain good posture which certainly contributes to overall healthy life with higher work productivity but less fatigue.
- Psychological stability – Increase users’ satisfaction and pride
- Patentability – The secured patents are optimized for the technology required by current furniture market.
- Separability – The very higher barriers for competitors preventing them from entry to the point according to inviolable patent protection.
- Priority – Be a leader of this kind innovative desk in this market that is not available in competitors’ inventory
- Exclusivity – You can dominate the market with the exclusivity that no other competitors could ever participate in.
- Product life – The product life with exclusivity in this market is at least 10 years.
- Diversity – The desk enables you to form a wide range of product lines that expands consumer choice.
- Relationability – The characteristics of furnitures are bundle purchases and lum-sum purchases. Therefore, you can expect additional sales from product bundle sales with just one desk.
- Salesability – High idealness and appropriateness for online sales
- DIYability – DIYable by consumers to complete the desk
- Reliability – After the consumers of the Three-D desk practically experiences the effect of improving health and productivity by using this, the trust in the purchase value of this desk is firmly maintained.
- Irreplaceability – Once you get used to the convenience of the Three-D desk, you will never be able to change your desk to others for the rest of your life.

■ Market Opportunities of the Three-D Desk

When the world’s leading companies start to change to the Three-D desk, SMEs will eventually change too, and personal use of the Three-D desk will also increase accordingly. The Three-D desk will completely change the workplace of mankind in the future. In this sense, we value overall market size of Three-D desk expanding as large, or even larger than the market size of automobile industry.

■ Grab the opportunity!

Meet the most innovative desk at Standing 3C138 Hall 3, the symbolic product of furniture industry, which the world’s leading multinational companies are desperately seeking for their business growth.

If you are seeking for a business partnership for your business success, please visit us at Three-D desk Booth or contact directly by email.

Brand : Three-D desk
 Company : Yoon Ergonomics Co.
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