case study

ergotron®

moving you forward

Company: BASF

Industry: Chemicals, materials, industrial solutions, surface technologies, nutrition & care and agricultural solutions

Location: Dubai

Sales: €63 billion in 2018

Employees: 122,000 worldwide

Project: Furnishing new regional headquarters in JAFZA One building

Ergotron Products: MXV Single and Dual Monitor Arms

Ergotron's MXV Monitor Arms Add Style and Functionality to New BASF Regional Headquarters

Ali Lalehparvar, BASF Real Estate Management – Projects & Transactions

In 2018, BASF moved their regional headquarters office in Dubai to a new office in the modern JAFZA One building. An employee survey showed that the employees wanted ergonomic workspaces that supported easy and effective collaboration in the new space. The design team also had additional sought-after features.

"The most important considerations for the interior design and furniture were safety, health, sustainability, quality, functionality, workability, flexibility, agility, creativity, compatibility and competitiveness," says Ali Lalehparvar, BASF Real Estate Management – Projects & Transactions.

The company wanted to work with an organization that could provide a solution that would check off all of boxes on their checklist at the right price. They also wanted to provide employees, partners and visitors with an environment where they could thrive to increase the focus on customers and business partners.

"Attention to a healthy, individual, flexible workstyle was another key measure for success," Lalehparvar says.

They knew of Ergotron's quality solutions and advantages and selected the MXV Single and Dual Monitor Arms to add style and functionality that matched the modern aesthetics of the building. They were installed on every workstation on the floor, and the cable management was greatly appreciated for the clean look it provided. MXV Single and Dual Monitor Arms matched the modern aesthetics of the new space.

"BASF is proud to enhance the look of our new regional headquarters office with Ergotron monitor arms, while providing flexibility and comfort to our employees."

— Ali Lalehparvar

Download additional resources at ergotron.com.
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