

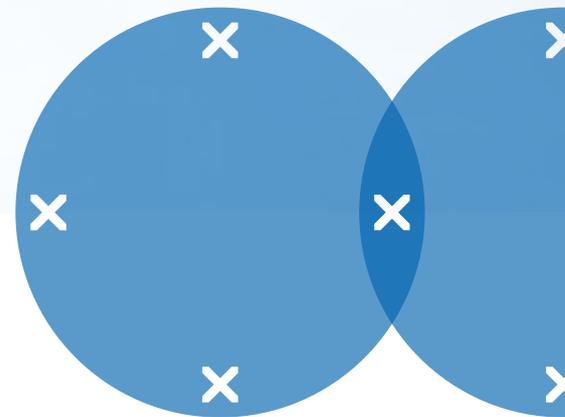


Beyond chairs and desks

Complement your working environment with ergonomic computer workplace accessories.

dataflex

feeling at work





'The purpose of work is to make the worker feel good about life.'

Ricardo Semler

Feeling at work

At Dataflex we want to help you get the most out of yourself. This is why we want the place where you work to be a place where you feel at home. We call it 'feeling at work'.

Our product collections achieve the optimal balance between functionality, design and price. But while we help create ergonomic computer workplaces to suit every budget, we never compromise on quality. Besides that, we've always stretched ourselves to the limits for our clients. This has been an important value since my father Bart Mos founded Dataflex in 1982. To this day, the company is both family run and privately held – ensuring we invest to improve our business for our stakeholders, not shareholders. And as the second generation my brother Steven and I will uphold our company values for years to come.

As a young CEO I've been given the unique opportunity to mould a 30 year old business with a passionate history of ups and downs into what I believe every business should be: energetic, honest, defiant and fun. At Dataflex we practise what we preach and try to create an inspiring workplace for everyone here. We challenge ourselves and each other in all we aspire.

Roderik Mos
Managing Director

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Quality products for everyone

— We design products at the intersection of ergonomics, technology and workplaces. We call them ergonomic computer workplace accessories. Products for every day, every budget and everyone. From freelancers to multinationals, from factories to banks. Backed up by friendly advice, service and support. And because we never compromise on quality, we've won international recognition for both our technical standards and our design flair.

All with one thing in mind: to help you create the comfortable, healthy and inspiring workplace that's right for your needs.



Peace of mind

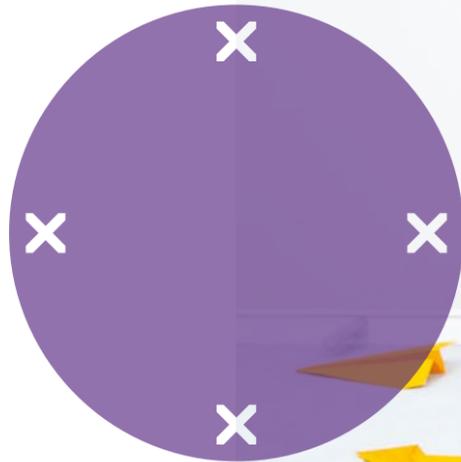
— We value lasting relationships with our dealers and partners. And because we really care about what we do, we're more than happy to share our knowledge and expertise with you. Offering advice, service and support to make your life easier and more convenient, and give you total peace of mind.

'The stock management at Dataflex is well coordinated, which enables us to serve our customers quickly. At Dataflex, they live up to their promises. A reliable partner to do business with!'

Health2Work, the Netherlands

What makes us tick

As well as sustainable relationships, we also want to do our bit for a sustainable planet. We try hard to be transparent at all times, and always to operate with integrity and respect for society and our environment. And we like to work with partners who feel the same way.



'Dataflex has sustainability in its DNA, and realises doing sustainable business is an absolute must. They are an early adopter of our LCA tool, and helped us improve it in its earliest development stage.'

EcoChain Technologies, the Netherlands

Ergonomics

The way you physically interact with technology and other elements in your workspace, such as your desk and chair – that is what we strive to understand. Then we can develop ergonomic tools that not only help you work better, but also feel better. So you can make optimal use of your time and get maximum pleasure from your surroundings.

Technology

Technology is the hardware that helps you do your work. We develop ergonomic tools that will let you make optimal use of that technology. We're continuously tracking technological developments in the field of work while evolving our product assortment. That way we set the pace in an ever-changing world. Creating futureproof products, not just for today but for years to come.

Workspace

Wherever you interact with technology, we develop products that help you do your work as effectively as possible. Our products are therefore designed and destined to be used in many different environments. From factories to banks, from hospitals to homes. Elevating your workspace from good to great – wherever that may be.



Solutions that work for you

Dataflex products help you create a workplace that's comfortable, healthy and inspiring.

A partner with experience

After more than 30 years specialising in this line of work, we're today recognised as much for our technical standards as our design flair. We hold a coveted ISO quality assurance certificate for our production, development, production, assembly, sales and supply processes, as well as several design honours including the prestigious Red Dot and IF awards.

Our offer

People in every kind of business setting swear by our solutions. We've carefully arranged our wide offering in such a way that you can quickly find the solution that's just right for you. Check out our website www.dataflex-int.com for all tools and possibilities.



viewmaster^x

- Monitor arms
- Multi-monitor system

viewlite^x

- Monitor arms
- Docking stations
- Toolbars
- Computer holders

viewmate^x

- Monitor arms
- Toolbars
- Workstations
- Computer holders

viewgo^x

- Monitor arms
- Computer holders

addit^x

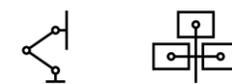
- Document holders
- Notebook risers
- Monitor risers
- Monitor stands
- Posture supports
- Hardware security
- AV solutions
- Cable management

'Dataflex is a great dealer-oriented organisation that understands what providing added value means. At Dataflex, they don't put the product first but they look for a solution based on the user.'
JFK Projectinrichting, the Netherlands



viewmaster^x

When you can't afford to compromise



Finest materials
 Refined stability
 Complete reliability



Viewmaster uses only cutting-edge manufacturing processes and the very best materials to create versatile products that perform in even the toughest circumstances. The finest designs, production standards and aluminium alloy combine to give you what you need: smooth, stable, balanced products that work effortlessly how and when you want them to, and keep on working, no matter what.

viewlite^x

Designed for tomorrow's change



World class design
 Futureproof
 Sustainable

Viewlite's many top design honours include a Red Dot and IF award. Because this collection fits subtly into any office design and continues to meet your needs, even when your workspace or requirements change. You can adapt products to accommodate anything from smaller technology to changing work practices. Also designed to minimise environmental impact, Viewlite is your answer to a world that never stands still.



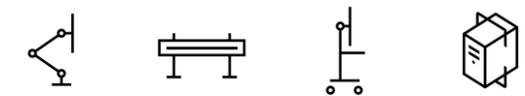
2013





viewmate^x

No-nonsense in every setting



Hassle-free
Cost effective
Durable

—
A no-nonsense, cost-effective collection equally happy in an office or industrial setting. From the wide, largely interchangeable product range to the heavy duty steel construction, if you're looking for a cost-effective hassle-free solution, Viewmate is for you. Most products are modular, configurable and upgradable; giving you the perfect combination of affordability and durability.

viewgo^x

Playful looks, serious value



Different
Smart
Simple

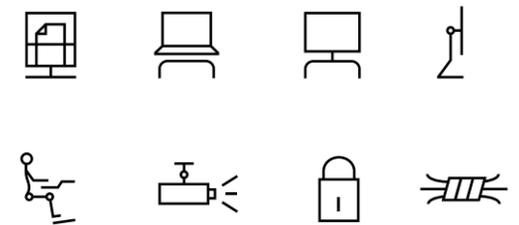
— This may be our entry-level collection, but that doesn't mean you have to compromise on quality. What's more, despite its original playful design you'll find Viewgo gets pretty serious when it comes to your comfort. It's easy to install, making smart use of materials to minimise costs and ergonomically designed with a tough steel construction. Where other entry-level products are cheap, the Viewgo collection is value-for-money.





addit^x

So good you forget it's there



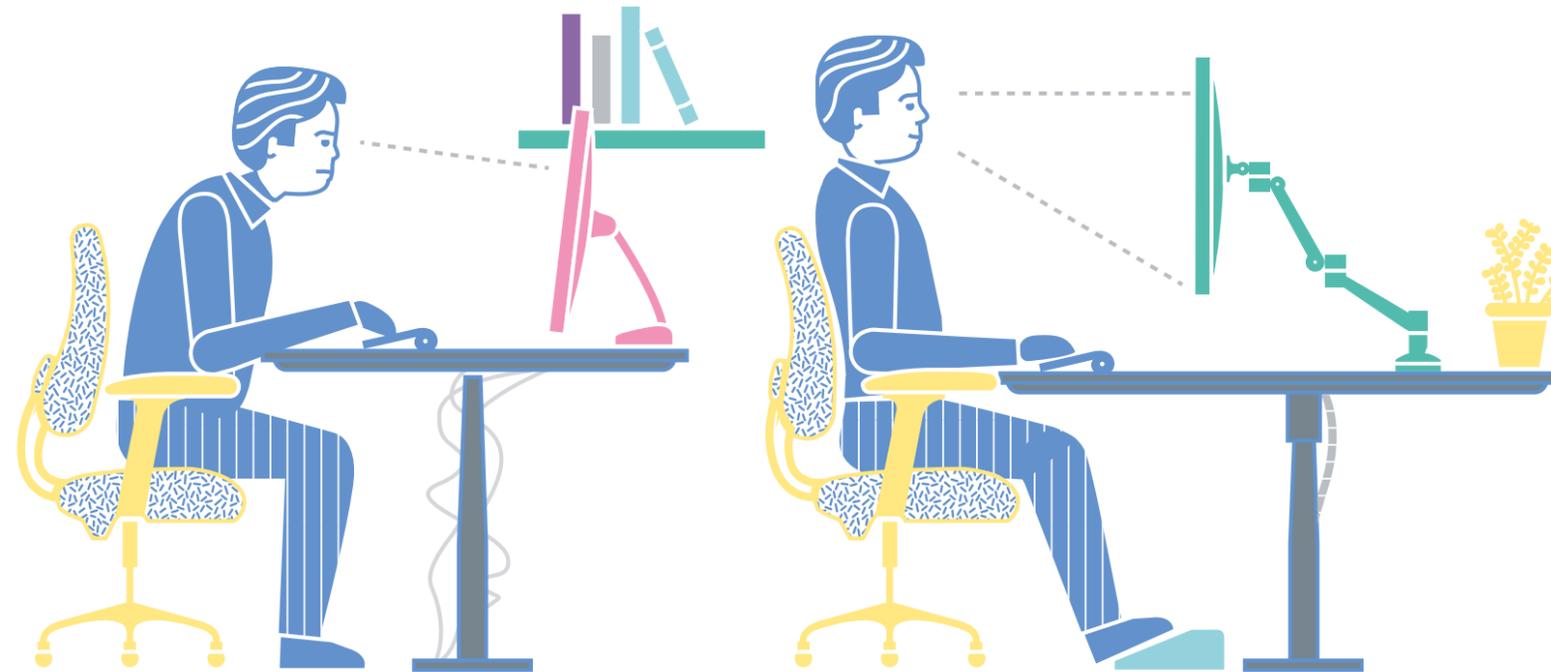
Finishing touch Blending in Complementary

You can combine Addit products with any of our other collections to make a good workplace work even better. They tidy away any clutter and let you tailor your work station to your needs - so you can focus on your job. Simple yet effective solutions designed to complement our entire product portfolio and blend in perfectly with any working environment. Products so good you forget they're there.



Beyond chairs and desks

We design ergonomic products to enhance the physical and mental well-being of the people who use them.

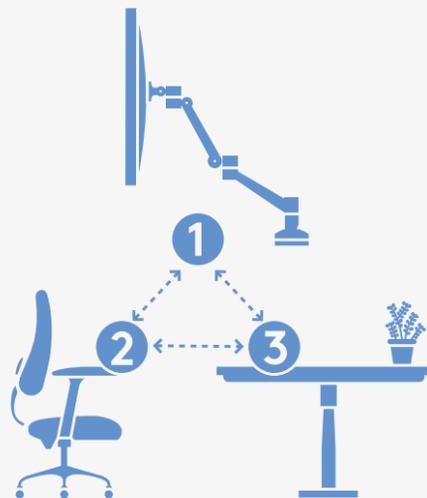


'Putting a display screen on a monitor arm requires insight into how you can optimise a workstation ergonomically. Dataflex has that specific expertise and is more than happy to share it with us.'

Gispen, the Netherlands

1, 2, 3

To achieve a truly efficient, comfortable and healthy workplace, we believe you have to look at ergonomics from a broader perspective. This is why Dataflex designs products that complement ergonomic chairs and desks to form a 'golden triangle' of office ergonomics.



Our driving principles

Underpinning this whole development process are some key Dataflex principles. Products should have a long lifetime, be easy and intuitively to use and modify, and simple to upgrade. No complicated gizmos or instructions.

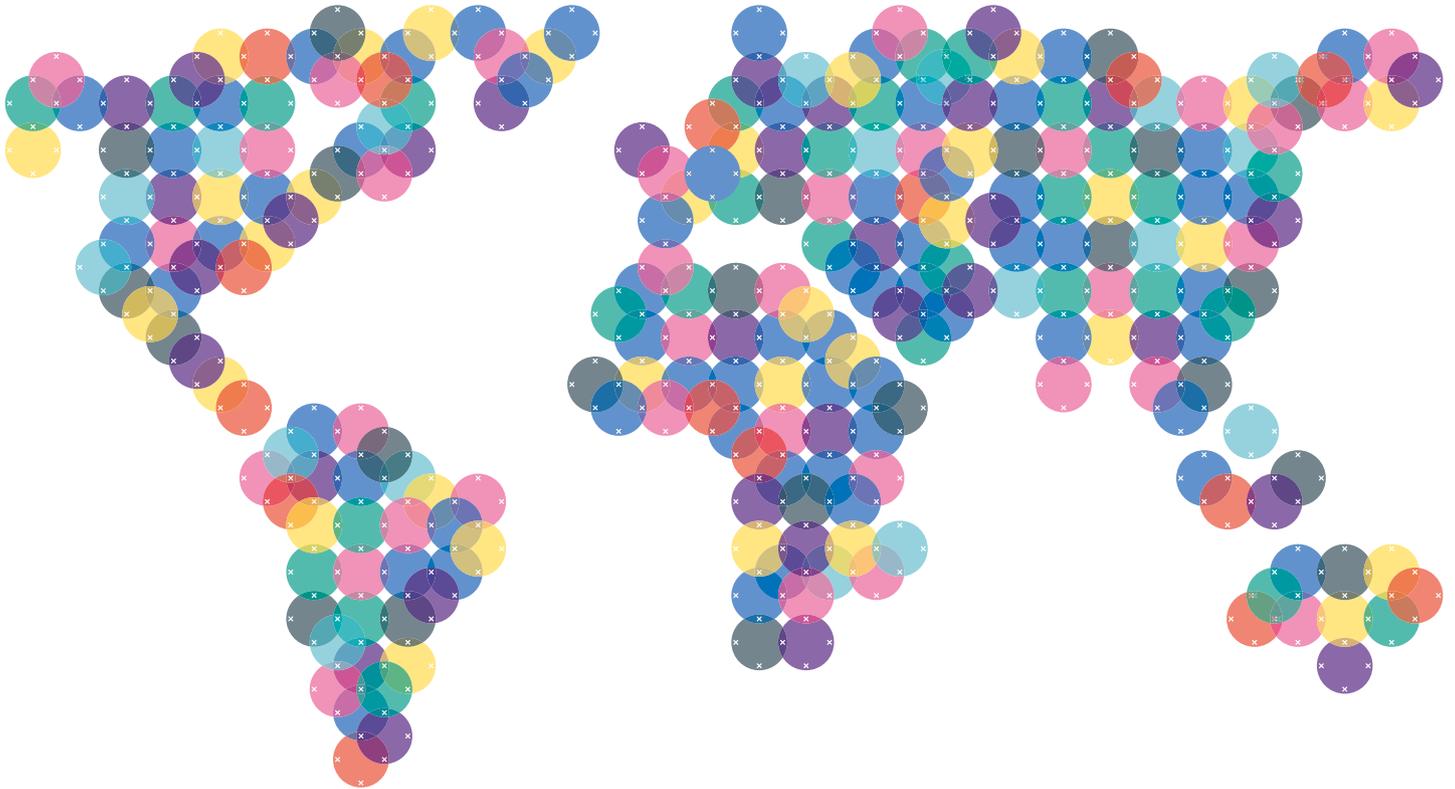
It all comes back to our core philosophy: begin with people in mind and you won't go far wrong.

The perfect fit

When developing, we put ourselves in your shoes. How do you use our product, where will it fit into your workspace and day? We also consider the wider organisational perspective: is this product as upgradable, modifiable, sustainable and affordable as possible? And is the collection, as a whole, aesthetically versatile enough to fit different office designs and work cultures?

We are international

www.dataflex-int.com



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dataflex

feeling at work