

Product Knowledge & Training

What are the key product features that dealers should highlight to end users?

- Ergonomic benefits: better posture, reduced strain, improved productivity.
- Flexibility: adjustable, modular, portable for hybrid work.
- Design & sustainability: premium finish, recycled materials, compact footprint.
- Certification & awards: independent validation (IGR, FIRA)

What common questions or objections do customers have when buying furniture and how should dealers respond?

“Is it necessary?” Response: Under HSE regulations, employers must act on DSE workstation assessment findings. If an assessment indicates ergonomic equipment is required, employees cannot be charged for it and you’re legally obliged to provide it.

“We already have desks and chairs.” Response: A DSE assessment covers the entire workstation, including accessories. Ergonomic peripherals like Leitz stands and rests may still be required to correct risks identified.

“How often should assessments happen?” Response: Employers must conduct assessments at onboarding, when workstations change, when pain or discomfort is reported, or when employees switch to hybrid setups.

Are there any mistakes or misconceptions that resellers often make when positioning or quoting for furniture?

- Downplaying ergonomic add-ons as luxury rather than legal compliance tools.
- Neglecting to mention assessment obligations for home-working staff, which could result in liabilities.
- Focusing only on office setups and ignoring hybrid/home environments.