

PRESS RELEASE

12 December 2025

Five of Europe's leading commercial furniture manufacturers join forces under the "Workspace Factories" umbrella

These well-known brands will now tell a European story together.

Workspace Factories combines the expertise and qualities of five renowned workspace product designers and manufacturers with one clear goal: to offer European and International customers and partners a broader, stronger, and more relevant product range. This collaboration is based on strong local entrepreneurship, decades of manufacturing expertise, and dedicated local management. All companies within the group meet the highest sustainability requirements in their field and guarantee responsible manufacturing, processes, and sustainable products.

A complementary group of European specialists

In recent years Workspace Factories has expanded and grown, with a number of strategic acquisitions, to become a stable, complementary group of specialists. Most recently with a further 2 acquisitions, the time has come to officially and publicly announce our launch, our concept, structure, and shared vision for the future.

In addition to Viasit (DE) and Rofa (NL) the new group members, Workspace Factories includes Pami, Robberechts (BE), and Magnus Olesen (DK). All five companies excel in their fields of expertise, from customised furnishing for projects, the manufacture of high-quality furniture, work chairs, soft seating, acoustic cubes and furniture, metal storage, lockers, and Scandinavian wooden furniture design.

This combination gives the affiliated brands access to an extensive distribution network with their own Experience Centres in Brussels, Frankfurt, Stuttgart, Copenhagen, London, Paris, and Rotterdam. In this way, Workspace Factories will become one of the most comprehensive and innovative providers of workplace solutions in Europe.

“By combining the strengths of all five companies, all of which retain their individual identity, the group can now offer a complete portfolio of products, ranging from renowned Danish design wooden furniture, to sophisticated metal storage, customised lockers, to flexible hybrid workstations, work chairs, soft seating, acoustic solutions, and space dividers,” explains Goswin Fijen, founder and joint CEO of Workspace Factories. “This enables customers to source a package of solutions through the group's partners, supported by specialists in each product category. Together, we employ 490 people and are aiming for cumulative group sales of €125 million by 2026.”

Thomas Schmeer (Managing Director of Viasit) and co-partner of the group: “Thanks to Workspace Factories, we can now offer our dealer partners a complete package of high-quality office and contract furniture, including highly professional interior design services, from a single source. We therefore see considerable growth opportunities due to the synergy with other group companies.”

Local production as a strategic decision

Unlike other international companies, Workspace Factories has made a conscious decision to manufacture in Europe. The group factories, each with their own Experience Centres in Turnhout and Pelt (BE), Tilburg (NL), Neunkirchen (DE) and Durup (DK) are close to the market and the people who work there. This guarantees sustainable, high-quality products, shorter lead times, a smaller ecological footprint, greater flexibility and tailor-made solutions for our customers.

“Europe continues to have a unique tradition of furniture manufacturing”, says Olivier Robberechts (Managing Director and co-shareholder of the group). “By pooling our expertise in this area, we are future-proofing the group companies and securing jobs in the long term. Individually, our companies cannot achieve this, but together we can. The group has in excess of 105,000 square metres of production capacity, creating new growth markets for each of our companies.”

Response to a changing world

Hybrid working, new ways of collaborating, higher demands on ergonomics, and the need for sustainable materials make today’s market more challenging than ever. Workspace Factories sees these changes not as a threat, but as an opportunity.

Within the group, intensive work is being conducted on the following topics

- Closed material cycles and sustainable production processes
- Ergonomic innovation and sustainability
- Acoustic and modular solutions
- Joint design development at European level
- End-to-end process automation and digitalisation
- Unique customisation and flexibility
- Coordinated research & development and continuous knowledge exchange between the companies involved
- Expansion of activities as an OEM for RICOH and other companies, expansion in current and new markets including the USA.

Our goals: Create healthier, more productive, future-proof places for work, rest and play that focus on people and their needs.

Strong brands retain their independence

Within Workspace Factories, each brand retains its own identity. Local company history, market knowledge, expertise, and customer relationships will be preserved. At the same time, support from the group will provide greater investment power, economies of scale and a strategy of shared innovation and sustainability.

Ronald de Boer and Erik van den Aker of Rofa: “We also firmly believe in the synergy effects of this new group. Insourcing product combinations could bring us solid growth of 20% per year in the coming years, enough to make even better use of the capacity of our brand-new building.”

About Workspace Factories

Workspace Factories BV (formerly Pami Holding BV) is a European group of leading manufacturers of seating and furniture. The companies in the group combine local production, craftsmanship, a focus on sustainability and design expertise with the power of a shared vision. Workspace Factories has production facilities in Belgium, the Netherlands, Germany, and Denmark and develops solutions for workspaces in the Benelux countries, the DACH region (Germany, Austria and Switzerland), the UK, France and Scandinavia.

Website: www.workspace-factories.com

Contact

Lode Essers, Chairman of the Board of Directors
Industrielaan 20
3900 Pelt
T. +32 486 16 04 92
E. lode.essers@workspace-factories.com