

PRESS RELEASE

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Artopex inaugurates the StudioLab: a new creative space highlighting the company's innovative philosophy

Granby, Quebec, January 12, 2022 — Artopex is proud to announce the **StudioLab's official inauguration**: an exclusive and creative space for the company's research and development, and marketing departments. This new space, located at the Pro-Systèmes plant in Granby, will become the **official incubator for Artopex's next products**.

A Major Modernization for the Pro-Systèmes Facility



In 2018, Artopex announced major investments in the modernization of its manufacturing plants and headquarters. In 2019, after the completion of work at the head office as well as the expansion of the TEC Innovation plant in Sherbrooke, it was now Pro-Systèmes plant's time for a change.

These changes include the **modernization of the plant and its technologies**, the complete **reorganization of the offices** of the Pro-Systèmes and Can-Bec teams, the **revamp of the building's exterior facade** and, finally, the creation of the new **StudioLab**. The StudioLab is part of a series of investments at the Pro-Systèmes plant and represents a \$500,000 investment.

"As the recipient of the *Innovative Manufacturer* award at the Mercuriades 2022 competition, it was only fitting for Artopex to continue its innovation efforts by investing in this kind of center," explains Francis Pelletier, Executive Vice President, Sales & Marketing at Artopex.

A Different and Inspiring Look



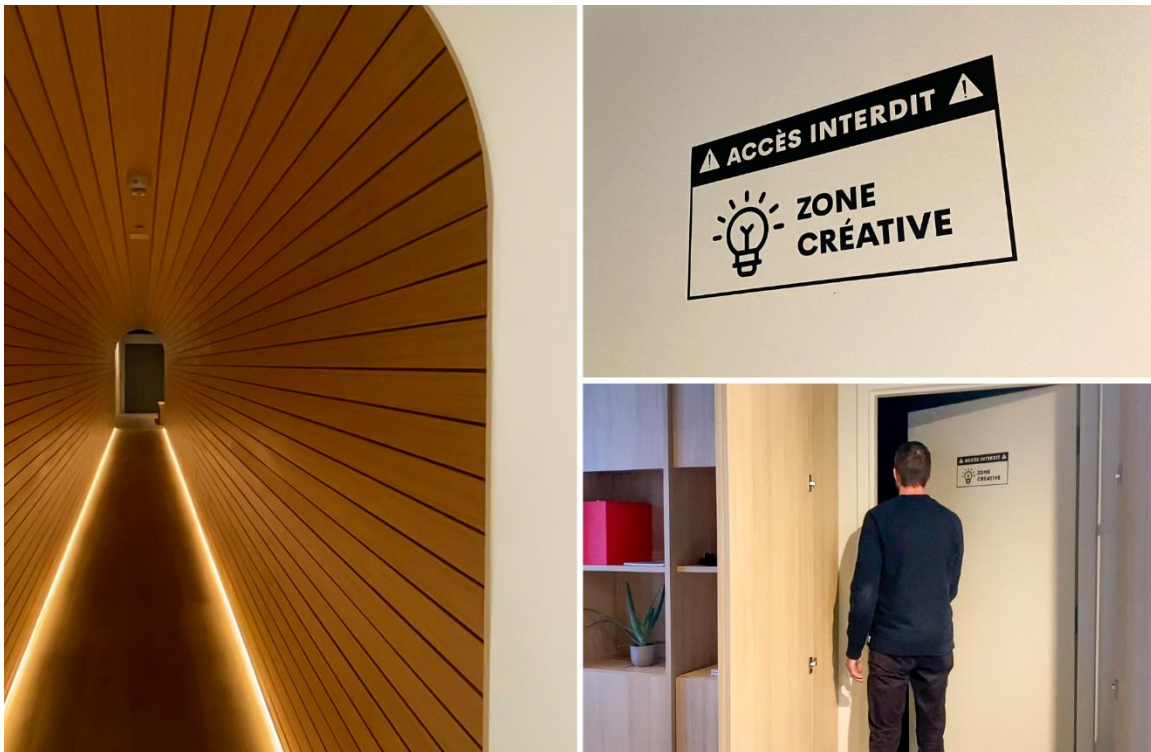
While the Artopex head office has a look that is in line with the company's brand image, where red predominates, the StudioLab has its **own identity** reflecting the two teams that work there every day.

Indeed, the office follows the trends of *resimercial*, unassigned furniture and biophilia. Since brainstorming sessions and teamwork are frequent during the product development process, the StudioLab is composed of **several collaborative areas and spaces where the teams can share their ideas**: from the coffee space to the lounge area, including the conference and the brainstorm rooms.

Artopex products are integrated and optimized for unassigned use. Each team member has his or her own mobile pedestal, locked with a Noki electronic lock, a personal belongings box and a choice of fixed or height-adjustable work surfaces.

"Staff members and visitors who enter the StudioLab are immediately charmed by the warm atmosphere and the Artopex furniture, which is obviously an integral part of the concept and is used brilliantly," says Francis Pelletier.

An Avant-Garde Workplace



The StudioLab that is being introduced today is the result of a close collaboration between Artopex and Bromont-based design firm **Cyr Cathcart**.

"Our vision was to create a space that would not only encourage reflection and sharing, but also a place that would surprise with its **avant-garde and mysterious side**. That's why we added unique elements to the design, such as the entrance corridor and the hidden door, which limits access to new products in development," says Jean Barbeau, director of research and development at Artopex.

"As for the name StudioLab, it refers to the distinct areas of the office. On the one hand, there is the **Studio** space, which is the research and work area. On the other side of the famous **hidden door**, there is the **Lab** space, where the magic happens and prototypes



are created. We find it catchy and perfectly suited to our new offices," explains Philippe Gosselin.

The StudioLab, which is part of the company's primary desire to showcase its ability to innovate, is also intended to attract new creative talent. Artopex plans to put this innovative space to good use and continue offering its customers unique and new products. You can stay up to date on what's new by visiting the website www.artopex.com/en and by subscribing to the [company's social networks](#).

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About Artopex

Artopex, headquartered in Quebec, was founded in 1980 by Daniel Pelletier. Today, the company has 5 plants across the province and showrooms in strategic locations in Canada and the United States. Artopex is one of the only manufacturers to offer a complete line of workspace furniture designed and manufactured in Quebec. The company has been a member of the Deloitte Platinum Club as one of Canada's Best Managed Companies for 15 years. The family business wishes to continue its expansion with great pride in its roots and a commitment to its community. For more details, we invite you to visit the Artopex website: www.artopex.com/en.

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