

A TRULY
GLOBAL DESIGN,
YET VERY
INDIAN
AT HEART

Reason



Godrej Interio
Has been awarded Asia's Most Promising Brands 2012-13
Process Advisors & Evaluators - KPMG in India



An initiative by Godrej Interio
1st Indian furniture company with GREENGUARD Certified products

MODULAR FURNITURE | DESKING | SEATING | STORAGE | INTERIORS | LAB | MARINE | HEALTH CARE | HOME



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West: Mumbai, Ahmedabad, Bhopal, Pune
East: Kolkata, Bhubaneswar, Guwahati, Patna
INTERNATIONAL: Sharjah (UAE), Riyadh (Kingdom of Saudi Arabia)

LOCAL ADDRESS

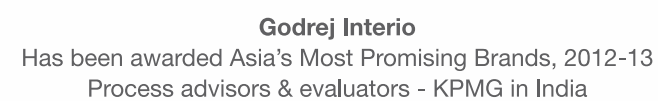
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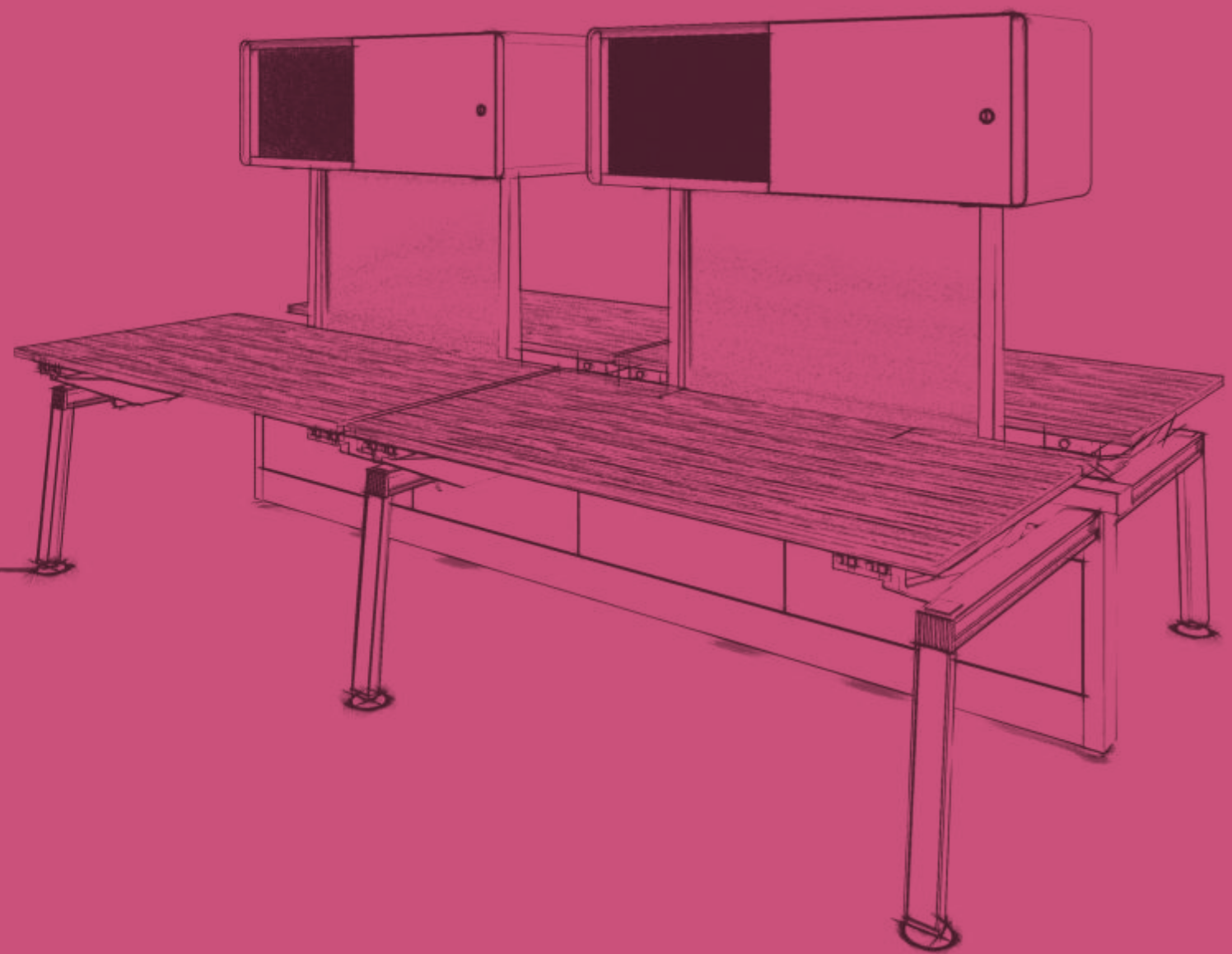
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“ There’s a reason behind
everything this product does. ”

Roger Carr of Radar Design Studio, UK, is a renowned British furniture designer who is the creative genius behind the design of **Reason**. With over 20 years of experience in design consultancy, Roger has developed many influential and successful award-winning products.



The aspirations and dreams of your organization are global, its time you support them with **a truly global design**.
And so we bring you '**Reason**' – **a unique and premium desk based system** designed keeping in mind the global aspirations and sensibilities of the Indian corporate world.
Come, discover this **global product with an Indian heart**.

A truly GLOBAL design



A WORKSPACE WITH A GLOBAL TOUCH

The **internationally-designed** Reason with its open interactive environment is all set to bring a **global touch** to modern Indian workplaces.

For the most part, it is the **seamless active overhead storage** that gives Reason an international look while helping you sort and organize with plenty of room for all those big ideas.

Since it is collaboration that is the requirement of the day for global markets, our mobile storage aids in forming such collaborative workspaces.

A truly GLOBAL design

SIT OR STAND, WITH WORKSPACES THAT FLEX TO FIT

Simple **sit and stand** feature contributes to high degree of control over how one works. **One-touch height adjustability** feature gives you the flexibility for impromptu meetings and discussions very much needed to meet collaborative working styles.

Reason upgrades not only with you, but also with your position, with **intelligent components** that easily allow addition or change.



A truly GLOBAL design



NEAT AND ORGANIZED - CLOSE TO THE INDIAN HEART

With Reason you get to enjoy the **superior wire management** of a tile-based system and the benefits of a desk based system.

Though Reason is an open office based system, yet it provides **enough privacy** to appease the Indian mindset.

With all **wires carefully concealed** within, behind the special sliding worktop, the clutter free desk becomes the perfect workplace for the global Indian.



Yet **INDIAN** at heart



WELLNESS @ WORK

Ergonomically crafted to suit the needs of various users with varying heights. Reason gives you flexibility to easily increase or decrease the work surface height to accommodate different user needs and styles.

Yet INDIAN at heart



CUSTOMIZATION WITH COLOUR

Colours are an indispensable part of the Indian psyche. Which is why Reason offers the opportunity to choose or **match combinations from a range of fantastic colours** which not only add to freshness at the workplace, but also help distinctly **personalize individual spaces**.

Yet **INDIAN** at heart



PERSONAL OVERHEAD STORAGE

Overhead storage utilizes the vertical space rather than the floor space, while removing the clutter on the work surface.



VARIETY OF FINISHES

A variety of trendy screen finishes in contemporary materials like glass and fabric suits and satisfies the needs of users without compromising on the premium-ness of the system.



EASY POWER ACCESSIBILITY

Access to power boxes under the work surface levels are made easy and simple by the sliding worktop and access flaps, while also taking care of the wire clutter on the work top.



ADJUSTABLE WORKTOP LEVEL

The worktop level adjusts to accommodate the global range of anthropometric measurements of its users, so as to make each work desk ergonomically suitable for individuals using them.



CONCEALED WIRE MANAGEMENT

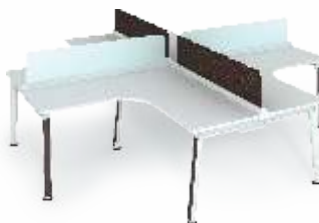
The cable wall provides for the concealed wire management of the highly wired workstation while alternatively the cable riser provides the same, resulting in less wire clutter.

STORES MORE, STORES BETTER

Combined Storage Tower unit



Storage Tower unit



Mobile low height storage



Mobile Storage with cushion top

