



case study

# ergotron®

*moving you forward*

Customer: Gewobag

Industry: Real estate

Location: Berlin, Germany

Employees: 745

Project: Introduction of a new office space concept

Ergotron products: HX Monitor Arm



## GERMAN HOUSING ASSOCIATION LEVERAGES ERGOTRON TO FOCUS ON THE NEEDS OF EMPLOYEES

BERLIN, GERMANY



The Berlin housing association Gewobag is one of the largest property companies in Germany. The company decided to transform its headquarters in the Berlin-Mitte district into an innovative “workplace of the future”. Employee requirements were determined in collaboration with the works council and by considering

feedback from focus group surveys. The emphasis was on flexibility, communication, interpersonal contact, concentration and relaxation. The aim was to create a working environment where everyone feels comfortable—employees should be able to decide where and how they want to work in the office.



“The technology also supports creative collaboration because you can exchange ideas with colleagues more spontaneously, even in hybrid form.”

— Ariana Kinney,  
Project Manager

The implementation involved a pilot phase on the fifth floor, which served as the “workplace of the future”. A variety of working options were available there, with the opportunity for employees to choose different workstations. The company selected monitor arms from Ergotron for the fully equipped workstation desks. The **HX Monitor Arm** was compatible with the 38-inch monitors, while also meeting the specific technical desk requirements. Project manager Ariana Kinney explains: **“Flexibility and ease of use were key criteria for us when selecting the monitor arms. The collaboration with Ergotron offered the best solution to meet the equipment requirements for the workstations.”**

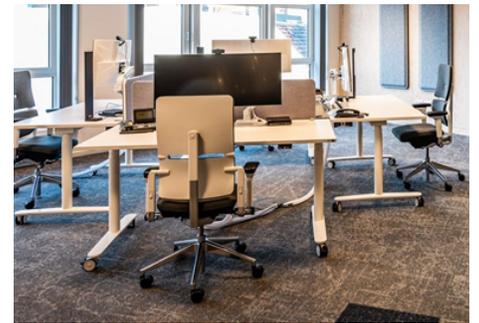
Feedback from employees was consistently positive, and survey results confirmed approval of the new technological solutions.

Following the successful pilot phase, this new work concept was rolled out throughout the company. The flexible workplace design and ergonomic equipment have proven their worth and employees are actively making the most of the new opportunities

available to them. The new working areas can now be customised and adapted according to the situation and employee preference.

This approach promotes an active workplace design that puts people at the centre and supports employees with flexible working. When choosing the equipment, the focus was on excellent quality and corresponding durability.

Ariana Kinney emphasises: **“The BIFMA Level 2 certification and the ten-year guarantee for Ergotron monitor mounts meet our aspiration for sustainable office design.”**



The project, which received the HR Excellence Award 2022 in the New Work category, illustrates the transformation process that achieved a modern, adaptable working environment for a municipal company in Berlin. The collaboration with Ergotron played a crucial role in ensuring that workstations meet employees’ ergonomic requirements in every regard.



#### About Gewobag:

With over 74,000 apartments and more than 130,000 tenants, Gewobag is one of the largest property companies in Berlin and in Germany. By 2030, the state-owned housing company wants to expand its stock by around 10,000 apartments through new construction.

Download additional resources at [ergotron.com](https://ergotron.com).

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