



## **Aratos Systems in the Brussels Furniture Fair**

Since 1937, Brussels trade fair has been linking furniture manufacturers to the furniture trade. First nationally, and later internationally. They connect to the furniture trade in Belgium and other West European countries such as the Netherlands, France, Luxembourg, Great Britain, Switzerland, Germany and Scandinavia. Exhibitors from Belgium, the Netherlands, Germany, Italy and other European countries present their latest collections in a total surface area over of 66,000 m<sup>2</sup>. Visitors and exhibitors value the businesslike, yet convivial atmosphere at the fair. Indeed, creating an environment in which the stage enjoyable meetings and do business with people from the sector is the Brussels Furniture Fair's greatest strength.

**Aratos Systems** had the great opportunity to participate in this Brussels trade fair, on **November 4<sup>th</sup>-7<sup>th</sup> 2018**, in cooperation with **RELEAZZ** Company exposing their combination of services, Smart Furniture through NFC technology integration.

During the production NFC tags are placed in the furniture and programmed according to the wishes of each B2B customer. Customers can link the tags own dashboard in their own house environment. Final end-customer comes he he/she activated the tags with a Smartphone directly in this environment.

Advantages of any type of customer can be counted as more interaction, loyalty and Royalty programs, generate extra income, cross selling, technical data and production history, "credits" building, "brand awareness" raising.

For more information needed for getting to know more about your Smart Furniture please visit the specific website [www.releazz.com/smartfurniture](http://www.releazz.com/smartfurniture) or contact us on [info@aratos-systems.com](mailto:info@aratos-systems.com)

