

## Media Release

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### **Victor Introduces Electric Standing Desks, Enhancing Its Market Presence Even Further**

*The unique DC450 and DC400 models have customers talking positively about exclusive features.*

BOLINGBROOK, IL – Responding to an enormous increase in demand for standing desk products, Victor Technology LLC has taken the quickly-growing market to a whole new level with the state-of-the-art DC450 (Dual Monitor) and DC400 (Single Monitor) Electric Standing Desks. The advanced electric units have been engineered to create a quick and simple ease of use experience, requiring less effort and less time to go from sitting to standing, and vice-versa.

Victor's electric standing desk converters transform traditional desks into standing desks with the push of a button. Easy Tap Technology makes operation of the electric units quick and smooth. By simply pressing the up or down button, the strong, durable motor activates and moves the work surface to the desired height. A second press stops the movement. A recent 5-star review said, "The ability to quickly and effortlessly raise and lower the desk with the touch of a button is ideal and fitting for any user's preference." Both units feature a safety sensor that halts the motor when obstacles are detected underneath. The DC450 comes with two monitor brackets at no additional cost that allow for independent height adjustment of the monitors, enabling correct ergonomic posture. The DC400 comes with one adjustable monitor bracket. Victor's President, John Ringlein, commented on the introduction of the new electric units, "Customer feedback on the electric DC450 and DC400 has been phenomenal. The ease of use, affordability, and functionality really hit the sweet spot for standing desk converters." In addition, the electric units feature a sturdy aluminum tower and black work surface and brackets, creating a sleek and professional look for the modern office theme.

Victor's products provide a cost-effective approach to converting existing furniture into sit-stand desks. The entire lineup rests on top of current desks and tabletops with no need for clamps, mounting or modifications. Though the DC450 and DC400 are unique to the current standing desk market, they are no different to the rest of Victor's line in terms of size. Their creative and affordable design makes them easy to place into compact spaces, including corner cubicles. One satisfied customer said, "I would recommend the DC450 to anyone looking for a sit-stand desk that also wants the luxury of an electric unit without the high cost."

A key advantage for Victor is its long-standing reputation for quality products and excellent customer service. As Ringlein states, "Customers are confident buying from an iconic American brand like Victor. We've been around for 100 years and will be here for another 100." The company continues to listen to its customers and evolve their products to meet specific needs and wants.

#### **About Victor Technology LLC**

Victor Technology LLC is an American-owned and operated supplier of standing desks, desktop accessories and calculators. Victor distributes its products throughout the U.S., Canada, and Latin America to office supply, furniture, mass market and internet retailers. For more information, visit [www.victortech.com](http://www.victortech.com).

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