

Media Release
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Victor Grows Standing Desk Line, Introduces 4 New Products with Size and Color Variation
Expansion of High Rise™ Collection enhances Victor's market presence in rapidly growing category

BOLINGBROOK, IL – Industry sales of standing desks has increased significantly due to the increased awareness of health dangers associated with sitting for long periods of time. Victor's products provide a cost-effective approach to converting existing furniture into sit-stand desks rather than buying all new equipment. The entire lineup rests on top of tabletops with no need for clamps or modifications. The already established standing desk manufacturer, Victor Technology, recently launched four additions to its popular High Rise™ Collection. The four new standing desks are referred to as the DCX Line due to the "X" their steel frames make when in a full standing position.

DCX760 Height Adjustable Standing Desk Workstation – The First of the Four

The gray and black DCX760 was introduced in early 2018. A dual gas spring system enables smooth and stable height adjustments with a light squeeze of two levers. The large 36" wide main work surface raises up to 21", providing an ergonomic working position for users of varied heights (up to 6'4"). The main upper work surface features about 50% more usable space than most competitors. A second level tray with plenty of space to accommodate a keyboard and mouse raises up to 16.5" and has two slots to hold mobile devices and writing utensils. Victor designed the DCX760 to compete directly with the popular Varidesk Pro Plus 36 and is confident it has surpassed the competition in performance and value. A major difference between the two is the adjustment up and down. The Victor DCX760 raises straight up and down, while the Varidesk unit moves up and out over 13", forcing the user to move away from the desk. One influential blogger said, "I can tell that Victor did their research before deciding on their final design. The DCX760 is a very stable product. It really showed no signs of weaknesses."

Given the success of the DCX760 launch, Victor moved forward with their plans to introduce three more units in the DCX Line. The new standing desks are available in a modern white and gray finish, as well as a smaller width unit, the DCX710, which has a 31" wide work surface (30" wide keyboard tray). The white and gray versions of the 36" and 31" wide units are the DCX760W and DCX710W, respectively.

A key advantage for Victor is its long-standing reputation for quality products and excellent customer service. Victor's President, John 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 or call 1-800-628-2420.

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