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Trendway > NEWS RELEASE

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TRENDWAY'S INTRINSIC® FREESTANDING CASEGOODS SCORES RECORD SALES

Holland, Mich. . . Trendway announced that Intrinsic® Freestanding casegoods, the company's fastest-growing product line, has achieved record-breaking fourth-quarter sales, and the upward trend is continuing into 2010.

Originally introduced in 2007, the comprehensive collection of laminate casegoods has been a major success from the beginning. "We definitely backed a winner with this product offering," said Bill Bundy, President and CEO for Trendway. "Intrinsic Freestanding has contributed significantly to our company's ability to outperform the market in very challenging times."

With a broad offering, Intrinsic provides the flexibility to design solutions for every customer need. The line has been regularly enhanced to bring new options for private and open office configurations, executive, training and reception spaces. The most recent introduction, Intrinsic Executive, offers a generous, 1.5" work surface for an upscale ambiance. "All at an affordable price", noted Bryan Speet, Senior Product Manager for the Intrinsic line. "In these challenging economic times, Intrinsic Freestanding appeals to customers with the same warm aesthetic of wood, but at a lower cost and with simpler maintenance." The Intrinsic wood grain surface is enhanced with a realistic embossed texture and outstanding fit and finish. "This product offers a high perceived value at a lower price point, compared to comparable products in the market," continued Speet, "And we make it right here in the USA."

Fast lead times add to the appeal, with an average ten-day shipment for the entire product line plus a generous offering available under the 3-day Express shipment program.

Intrinsic Freestanding products are designed to meet Trendway's stringent quality standards, as well as those of BIFMA and GSA. And backed by Trendway's 'On Time or On Trendway' guarantee, noted Speet, "It presents our customers with solid value."

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About Trendway.

Trendway Corporation, an employee-owned company in Holland, Michigan, provides more than office furniture. With a 40-year proven track record, Trendway gives customers peace of mind through exceptional customer service, quality products, guaranteed delivery, and fast/flexible custom solutions. The company creates total furniture solutions, utilizing Trendway systems, filing, storage, casegoods, floor-to-ceiling moveable walls, and seating. Further, Trendway has served government customers as a GSA Contractor for more than 15 years and all Trendway product lines have achieved the SCS (Scientific Certification Systems) Indoor Advantage™ certification of indoor air quality. For more information on Trendway, please call 616.399.3900 or visit trendway.com.

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