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**Trendway** > NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
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**TRENDWAY NAMES NEW BUSINESS DEVELOPMENT MANAGER**  
**FOR ARCHITECTURAL PRODUCTS**

Holland, Mich. . . Trendway announces that Kurt Sickler has been named Business Development Manager for Architectural Products for the Northeastern United States and Eastern Canada.

Sickler comes to Trendway with extensive experience in both the contract furniture and architectural products market. His most recent position was principal at Denver Office Interiors, where he reinvented the company into a vertically integrated commercial interiors firm. He also served in District Manager positions for Allsteel, where he achieved increased regional sales and brand awareness.

In his new role Kurt will team with Trendway representatives and dealers to develop new business opportunities for Trendway Architectural Products, which have recently expanded to include TrendWall Flooring Solution and the TrendWall Clear custom architectural storefront product.

"Kurt's background brings a high level of expertise to the promotion of our growing product offering," says Nathan Lowery, Trendway Director of Architectural Products. "I am very excited about this new phase in Trendway's Architectural Products."

**About Trendway.**

Trendway Corporation, an employee owned company in Holland, Michigan, provides more than just office furniture. A company with a 40-year proven track record, Trendway provides customers peace of mind through exceptional service, quality products, guaranteed delivery, superior customer service, and fast/flexible custom solutions. The company creates workplace environments through its offering of panel systems, filing, storage, casegoods, floor-to-ceiling walls, and seating. Trendway has served government customers as a GSA Contractor for more than 15 years and the majority of its products 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 [www.trendway.com](http://www.trendway.com).

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