

CORPORATE CENTER 13467 Quincy Street | PO Box 9016 | Holland, MI | 49422-9016 | P 616 399 3900 | Trendway.com
LEARNING CENTER 43 E. 8th Street | Suite 250 | Holland, MI | 49423 | P 616 399 3900
CHICAGO CENTER 325 N. Wells Street | Chicago, IL | 60610 | P 312 661 1808
ATLANTA CENTER 3525 Piedmont Road NE | 8 Piedmont Center | Suite 210 | Atlanta, GA | 30305 | P 404 995 1630
WASHINGTON CENTER 1201 New York Avenue NW | Suite 280 | Washington, DC | 20005 | P 202 408 7430
LOS ANGELES CENTER 1933 S. Broadway | Suite 126 | Los Angeles, CA | 90007 | P 866 576 3134

Trendway  NEWS RELEASE

FOR IMMEDIATE RELEASE

August 24, 2010

CONTACT: Lisa Wright
616.399.3900
lwright@trendway.com

TRENDWAY ANNOUNCES NEW SKETCH R SEATING

Holland, Mich. . . . Trendway announces the introduction of Sketch R, a new series of office seating. Sleek, tailored and loaded with features, Sketch R is a handsome chair at a very competitive price.

“Price point is important in today’s economic environment, but it’s only part of the equation” noted Phil Pritchett, Trendway senior manager of business development for seating. “Sketch R was developed around the concept of real value. Comfort, ergonomics, aesthetic appeal; we wanted to incorporate all those elements into a great chair. Our team went to work to create an affordable performance chair with great personal and aesthetic appeal as well as diversity in application. We were able to streamline the custom-tailored upholstery process, allowing us to offer Sketch R at attractive price points supporting our commitment to value”.

Available in high-back, mid-back, conference and stool models, versatile Sketch R is also durable enough to support 300 pounds. Standard ergonomic features include built-in lumbar support, effortless 2-to-1 ratio synchronized tilt mechanism, pneumatic seat height adjustment, five-position tilt lock and tilt tension control adjustment. Sketch R series offers a choice of four mechanisms, loop or adjustable arms and a polished aluminum base and arm option. And, like all Trendway seating, Sketch R is Indoor Advantage Gold™ certified for indoor air quality by SCS (Scientific Certification Systems).

“We were extremely pleased with the reception Sketch R received in Chicago at our preview in June,” said Pritchett, “and look forward to the success of our official launch on August 30.”

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, seating, architectural products including moveable walls, glass storefront and raised floor. Trendway has served government customers as a GSA Contractor for more than 15 years and 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.

#