

**For Immediate Release**

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**BAJA: FROM TOP TO BOTTOM, A NEW LEVEL OF TABLE DESIGN**

COMSTOCK PARK, MI – April 24, 2017 – With the new Baja table, Nucraft continues to ride a wave of creative design. Inspired by surfboards, Baja is designed by Joey Ruitter to be a striking, signature piece to enhance interactions in conference rooms, lounge spaces, and team areas—wherever people gather and engage.

Baja will be introduced on April 24, 2017 and featured at NeoCon 2017 (Nucraft showroom #1166).

At last year's NeoCon, Nucraft unveiled a sneak preview of Baja. "The design community inspires and guides us," says Nucraft CEO Matt Schad, "so we offered them the opportunity to collaborate with us and impact the final product. Baja is a perfect example of how we consult with designers and incorporate expert input to help ensure we are meeting customer needs."

**The comfort of home**

Matt says Baja meets the increasing demand for "resimerical" furniture. "Baja incorporates the familiar, comfortable elements of the home into the office," he says, "addressing our growing need for comfort in the workplace. A Baja table is as appropriate for the dining room as it is for the conference room. It's the perfect eclectic piece for today's resimerical environments."

He says, "The slender, sloping top accentuates the graceful airiness of the table, which gives Baja an appropriate scale for casual collaboration to more formal environments."

**Warm materials, friendly lines**

Baja's Surf table top is all gentle curves with no straight lines. It wraps around a slightly sloped hardwood edge, creating a seamless design and an ergonomically friendly profile. When you pull yourself up to the table, it slopes toward you and is comfortable on the arms.

"For the underside," Joey Ruitter says, "we pushed the envelope of table design by making it as beautiful on the bottom as it is on the top." The underside is a finely finished surface wrapped in thermoplastic polymer resin so it is soft to the touch. Joey says this was a design challenge, because "every detail of the table bottom had to be rethought, from the fasteners to the finishes. Every part matters. The wrong-colored screw would be a big deal."

Joey has designed several award-winning products with Nucraft, including Approach, Flow, and Kai tables and Cavara casegoods.

### **Design choices**

“We wanted Baja to be like a blank canvas for designers,” Joey says, “so it’s available in multiple shapes, sizes, and finish choices. The simple menu of design options can give the table a different look and feel depending on how they are combined.”

In addition to the Surf top, the Crest top is flat with a cut-back edge profile for a thin appearance. It is offered in veneer with a hardwood edge or laminate with an ABS edge.

The Glass top has a dramatic presence with a black-painted underside, visible through either gloss- or satin-etched tops.

### **Refined legs**

For a balanced interior, Baja has no conflicting details, and it doesn’t fight with other furniture. One example is the inconspicuous leveling glides on the wire-frame leg design. You adjust the glides at the top of the leg, not the bottom. This make it easier to level the top while maintaining the elegant, sculptural lines and light scale of the sturdy leg structure.

In addition to the wire-frame legs, Baja is available with a minimalistic hoop base in a variety of finishes. Powder-coated and high-polish options are available.

Power options include Power Matrix, Nucraft’s most versatile tabletop power and AV connectivity option, as well as Tech Node. For those who desire a visually uninterrupted table top, Power Rails feature power and AV connectivity just below the table top in multiple locations around the perimeter of the table. Cables are cleanly routed from floor to table via inconspicuous wire channels. Efficient sub-tabletop wire management channels are subtly integrated.

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### **About Nucraft**

Nucraft’s award-winning furniture solutions facilitate organizational collaboration from meeting spaces to private offices. Its beautifully designed, precision tailored products integrate technology and flexibility in the workplace. Founded in 1944, Nucraft remains family-owned and privately held serving markets in North American and the Middle East. For more information visit: <http://nucraft.com>.